R. | RESHMA MENON
Mixed-Methods UX Researcher

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RELEVANT EXPERIENCE

Google via Merkle   *May 2022 – July 2023*
UX Researcher

- Conducted in-depth interviews, diary studies, usability tests, and data analysis for Google products and concepts
- Presented insights to stakeholders of cross-functional teams, consistently delivering high client satisfaction, and surpassing KPI by 43%
- Successfully managed work on multiple studies at once, covering diverse topics such as AR/ML, e-commerce, international markets, cyber security, wearable technology, and B2B/B2C product development and research
- Secured year long, rapid research contract with Google Shopping based on a 4-month bid project targeting new concept developments for B2B buyers
- Mentored offshore researchers and developed a research repository to optimize the research process

Boral Agency   *Jan 2022 – May 2022*
Product Designer

- Led product design ahead of the 2022 beta launch, taking user feedback from stakeholder interviews and focus group sessions to develop new concepts for the media dashboard
- Redesigned and prototyped web and mobile app of over 100 screens on Figma, implementing UX design principles

WEDO   *July 2021 – Dec 2021*
UI/UX Designer

- Successfully identified cause of bounce rate via mixed-method research and revised site based on feedback resulting in a 40% reduction in bounce rate and a 25% increase in page engagement
- Revised information architecture based on tree-testing and card sorting resulting in an 82% directness score and average 55-second task completion
- Developed brand strategy based on user personas, journey mapping, and interviews and incorporated updated user-centric design to site

Center for Children & Families   *June 2018 – June 2020*
Human-Computer Interactions Assistant Researcher

- Utilized contextual inquiry, statistical analysis via Qualtircs, user interviews, survey design, and observations while working on the development of cognitive assessment technology
- Wrote 10+ literature reviews on human factors engineering and cognition topics to supplement research process

EDUCATION

BS, Cognitive Science   **University of Texas at Dallas**
Concentrations in neuroscience, artificial intelligence & human-computer interactions

CERTIFICATIONS & SKILLS

- **Certifications**: Data Analytics *(UT Austin)*, UX Writing *(UX Writing Hub)*, UX Data Analysis *(AGIR HECMontréal)*, Market Research Specialization *(UC Davis)*, UX Design *(Google)*, User Experience Bootcamp *(Springboard)*
- **Qualitative Skills:** In-depth Interviews, Diary Studies, Focus Groups, Contextual Inquiry, Journey Mapping, User Personas, Participatory Design, Ethnography, Concept Testing, Heuristic Evaluation, Competitive Analysis
- **Quantitative Skills:** Statistical Analysis, Data Analytics & Visualization, A/B Testing, Tree Testing, Card Sorting
- **Technologies**: Figma, Adobe Creative Cloud, R, SQL, Python, C, Java, Excel, Dscout, UserTesting, Dovetail, Qualtrics, Tableau
- **Other Activities:** Active member of Toastmasters, UX/Python instructor for Girls Who Code (Frisco chapter)