

## Shreya Jaiswal

### UX Researcher, Behavioral Scientist

I'm evidence-driven in creating measurable improvements to user experience.

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## Education

### General Assembly

User Experience 2019

### University of Chicago

M.A. in Behavioral Science 2017

### University of California, Davis

B.A. in Psychology + Evolution 2016

## Research

Usability Testing, Rapid Prototyping, Research Methods, Industry Analysis, User Interviews, Survey Design, Wireframing, Contextual Inquiry, Data Visualization, A/B Testing, Google Forms, Heuristic Evaluations

## Design

Adobe Suite, Figma, Miro, Webflow, LucidChart, Visual Design, Graphic Design, Design Principles

## Tool & Code

Adobe Suite, Figma, Miro, Webflow, R Studio, SPSS, HTML/CSS, Javascript, LucidChart, Google Forms

## Projects

### The Climate Designers

Oct 2019 - present

Researching and creating climate action design plans with a climate designer team.

## Experience

### Client Website | UX Researcher, Web Developer

July 2020 - present | Fremont, CA

Spearheading literature and user research to generate +1,000 unbiased pandemic-related political reports. Using "human factors" design processes and storytelling to encourage behavior change. Creating digestible, aesthetically pleasing, and user-centered data visualizations.

### West General | UX Researcher, UX Designer

July 2020 - present | San Jose, CA

Designing 12 pages for an interior design sales website to increase traffic by 200%, and ensure user delight. Rapidly iterating web pages after synthesizing user insights to generate specific functions based on user personas. A/B testing call-to-action efficacy by using Google Optimize and Google analytics.

### Akitra | UX Researcher, Web Developer

Mar 2020 - August 2020 | Sunnyvale, CA

Developed 8-page website for cybersecurity product launch. Reduced informational questions by 90%, call-to-action clicks by 75%, and time involved by 15 minutes. Used competitor heuristic evaluations to improve SEO and consumer research/courtship phase resulting in a 115% increase in traffic.

### GiveShop | UX Researcher

Oct 2019 - Present | Sunnyvale, CA

Directed user research on various users of a two-sided marketplace. Designed 4 effective surveys to quantify pain points and solution impacts on satisfaction. Developed 3 rounds of hi-fi user tests to extrapolate user insights. Used evidence to inform design decisions effectively increasing comprehension by 54%, interest by 20%, and reduced the time involved in donation checkout by approximately 2 minutes.