

Isha Jain | UX Researcher

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MAGNIT (GOOGLE CONTRACT)

UX Researcher, Pixel Tablets & Accessories

Mountain View, CA | Jan 2023 - Jan 2024

- Collaborated with designers, engineers, and product managers across 4 product teams to influence product design and strategy decisions for Pixel Tablets and Accessories.
- Led field research at 15 Best Buy and Verizon stores across 4 cities, to analyze holiday shopper behavior for tablets. Influenced in-store demos and bundling strategy for 2024.
- Reprioritized a key business program and enhanced retail experiences across 3 Google Store locations based on user interviews conducted in Google NYC stores.
- Defined human factors requirements for a new product category estimated to generate \$900 million; collaborated with engineering on user testing across the product lifecycle.
- Determined strategic direction for 3 tablet products and guided usability improvements based on a 2-week diary study for a crucial tablet accessory.

VERILY

UX Research Intern, Clinical Studies

San Francisco, CA | May 2022 - Aug 2022

- Led a cross-functional team to refine a feature by conducting patient interviews and workshops with engineering and design, added 2 new requirements to the roadmap.
- Refocused product direction by analyzing 40k survey responses using NLP methods to understand user sentiment, optimized user consent experience across 500k+ users.

FRACTAL ANALYTICS

Behavioral Science Researcher II, Healthcare & Social Impact

Mumbai, India | June 2020 - June 2021

- Improved adherence to TB medication by ~10% for a leading global pharmaceutical brand by mapping patient journeys during the treatment of DR-TB in Indonesia.
- Directed the 5-year adolescent health portfolio of \$327 million for a large UK charity; formulated a research plan and conducted expert interviews with heads of over 30 donor organizations in South Africa.
- Certified 40 government officials with a Human-Centered-Design course focused on improving HIV testing and prevention in Kenya and Eswatini.
- Managed two interns and developed content for a class on "Behavioral Science in UX" taken by 50 students at DePaul University, Chicago.

Behavioral Science Researcher I, Healthcare & Technology

Mumbai, India | Dec 2018 - June 2020

- Increased user engagement by ~30% for 9 apps by designing choice architecture driven digital interventions based on gamified user research with 80 participants.
- Developed a nutrition communication campaign implemented state-wide based on ethnographic research with 120 new and expecting mothers in rural India.
- Improved program scalability and created a toolkit for a non-profit aiding survivors of sexual violence, conducted empathy-driven ethnographic studies with 40 participants.

SKILLS & TOOLS

Methods

In-depth Interview
Diary Study
Survey
Field Research
Usability Study

Analysis

Journey Maps
Affinity Mapping
Personas
Data Science
Machine Learning

Tools

R
Python
Qualtrics

EDUCATION

University of Pennsylvania
MSc, Behavioral and
Decision Sciences

GPA 4.0 | Dec 2022

St. Xavier's College
BA, Economics and
Psychology

GPA 3.66 | May 2018

RECOGNITION

Google: Won the Quarterly UX Award for 3 quarters
Peer-nominated from a team of 80 UX researchers
Q2, Q3, Q4 2023

McKinsey: Next Generation Women Leader Program

Selected from 3,000 applicants across Asia. Learned and applied frameworks of leadership and communication.

May - Aug 2021