

# NEHA CHOPADE

*User Experience Researcher*

[My Case Studies](#)

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## RESEARCH SKILLS

Competition Audits | Literature Review |  
Heuristic Evaluation | Contextual Inquiry  
|Interviews | Field Research | Diary Study |  
Customer Journey Mapping | User Personas |  
Workshops | Focus Groups | Affinity Clustering  
Card Sorting | Usability Testing | Surveys

## TOOL KIT

Figma | Mural  
Adobe Creative Cloud  
SurveyMonkey | Usertesting.com

## EDUCATION

### Carnegie Mellon University (CMU)

Master of Human-Computer Interaction

*Aug '19 - Aug '20*

### National Institute of Design

Master of Strategic Design Management

*Jul '11 - Dec '13*

### National Institute of Fashion Technology

Bachelor of Design (Apparel)

*Jul '03 - May '07*

## EXPERIENCE

**META** | New York | *Jul '21 - Jul '23*

### Senior User Experience Researcher

Led strategic research for trust and safety product teams to ensure the safety of Facebook, Instagram, Messenger, and WhatsApp for end-users and advertisers from harmful experiences such as bullying, scams, misinformation, terrorism and others. Triangulated data from multiple sources to develop compelling deliverables such as reports, journey maps and user personas that led to creation of new focussed teams, spearheaded large-scale shifts in engineering resources and informed redesigning of complex machine learning tools. Mentored new team members. Partnered with cross functional stakeholders across timezones to align, plan, execute and communicate research findings.

**MACYS** | New York | *Dec '20 - Jun '21*

### Design Researcher

Conducted evidence based research that informed conceptualization of a context-aware retail experience that enhances Macy's brand perception for a new customer group.

Moderated 15 studies on usertesting.com to understand the needs, behavior and motivation for new visitors resulting in the redesign of Macy's credit card loyalty program, focused on educating the user on the advantages of upward migration within the program.

**Human Computer Interaction Institute** | Remote | *Aug '20 - Jun '21*

### UX Researcher - CMU

Conducted qualitative interviews and data synthesis with 30+ participants for a study focused towards discovering challenges faced when transitioning to online freelancing.

Designed the first-in-class crowd audit platform focused on reducing the implicit biases in Machine Learning algorithms.

**BLOOMBERG** | New York | *Jan '20 - Aug '20*

### UX Research Lead - CMU Capstone Project

Developed an internal enterprise tool that simplifies Machine Learning teams' model development processes by 20% and enhances market competitiveness.

Created a research plan, facilitated co-creation activities and led contextual inquiry with 25+ engineers to study the diversity among model training workflows. Applied remote hybrid methods - visual storytelling, love letter/ breakup letter and surveys to evaluate insights from multiple vantage points.

**OPTUM** | Pittsburgh | *Jan '20 - May '20*

### Research and Project Lead - Corporate Startup Lab

Led an interdisciplinary team of designers, researchers, data analysts, and ML engineers to identify a solution that helps prevent the transition of low-income senior population to long-term care centers.

Conducted guerilla research with 15 users near pharmacy and grocery stores, and interviewed 11 doctors, nurses, and caregivers to understand stakeholder needs.

**INDIAHOMES** | Delhi | *Dec '14 - May '15*

### UX Research Lead

Led a 7-member User Interface design team and devised front-end web development strategies that utilized the secondary/ primary real-estate market and analytics data.

**PATINE** | Delhi | *May '14 - Dec '14*

### Design Strategist | Consultant

Employed qualitative research methods such as shadowing and contextual inquiry to identify challenges faced by retail customers during their shopping experience. Analyzed quantitative sales data that led to inform key business strategies —  
(1) Reduced 20% working capital by establishing ERP systems to track resources.  
(2) Successfully implemented strategic expansion of the second store in Mumbai, India.

**99ACRES.COM** | Delhi | *Jan '13 - Dec '13*

### UX Research Trainee

Interviewed 100+ participants representing 8 distinct real estate personas. Proposed a roadmap of strategies and potential solutions to improve a buyer's property search experience and increase new buyer activity by 20% - 30%.