

Snehashish De

desnehashish@gmail.com · 930-333-2359 · Portfolio : snehashishde.com · [LinkedIn](#)

UX Researcher specializing in quantitative research, human-centered AI, Virtual Reality and product research. Combines qualitative and quantitative methods with technical expertise in Python, SQL, statistical analysis, and AI to understand user behavior, identify actionable insights, and inform product strategy and development.

WORK EXPERIENCE

Lead UX Researcher | Indiana University Bloomington

May 2024 - Present

- Led mixed-methods research with 110 participants using think-aloud usability studies, surveys, contextual inquiry, and behavioral observation to identify user needs, developing a framework to evaluate and inform interior design decisions
- Managed research activities across 7 concurrent projects spanning LLMs, Vision Transformers, VR, and AI-powered design workflows, conducting survey analysis, data cleaning, statistical analysis, data visualization, and research reporting across projects
- Designed and analyzed quantitative research studies using ANOVA and paired-samples t-tests, synthesizing statistical findings with qualitative evidence to inform product and design recommendations that improved user navigation in VR
- Conducted EEG and VR-based user research with 102 participants, analyzing behavioral and experiential data to investigate how emotions and spatial layouts influenced user experiences
- Partnered with UX researchers, architects, developers, and data scientists to prototype and deploy AI-enabled research workflows, reducing manual data-analysis effort by 90%
- Defined research and product requirements for an AI-enabled computer-vision workflow, collaborating with engineers to develop an indoor-location classification system achieving 97.86% validation accuracy
- Led iterative evaluation of an internal web-based research platform with 32 designers, using stakeholder feedback and prototype evaluations to identify usability improvements and inform product development
- *Awarded 1st Place Interior Design Educators Council (IDEC) and accepted for publication at 44th Annual Conference of the Association of Education and Research in Computer Aided Architectural Design in Europe (eCAADe2026)*

Associate Instructor | Indiana University Bloomington

Aug 2024 - May 2025

- Designed and facilitated UX research, design thinking, prototyping, and product-development workshops for 80 graduate students, increasing student satisfaction by 33%

INDUSTRY SPONSORED UX PROJECTS

UX Researcher | Microsoft Excel

Aug 2024 - Dec 2024

- Conducted accessibility and workflow research and A/B testing with color-blind users in financial contexts, translating findings into 4 accessible product concepts in Figma that improved the interpretability of financial data visualizations
- Collaborated with Microsoft Sponsors, designers, product managers, and a content writer to develop a product roadmap and testing plan, balancing user needs, technical feasibility, and business objectives

UX Researcher | Salesforce AI Tools

Jan 2024 - May 2024

- Conducted mixed-methods UX research on AI-assisted communication for Slack AI, producing 3 user-centered product recommendations validated through 5 usability tests, improving user trust by 40%
- Collaborated with a cross-functional team of 10 designers, product managers, and Salesforce sponsors to conduct end-to-end human-centered research using literature reviews, persona development, journey mapping, Wizard-of-Oz testing, and research synthesis, informing AI-powered product decisions to build trust and transparency with conversational AI

EDUCATION

Master of Science in Human-Computer Interaction (HCI/d) | Indiana University Bloomington

Aug 2023 - May 2025

- GPA 3.95/4

Bachelor of Engineering in Information Technology | University of Mumbai

Jul 2019 - May 2023

- GPA 8.64/10

SKILLS

Quantitative Research: Survey Design, Quantitative Research, Experimental Design, Behavioral Analysis, Statistical Analysis

Data & Analysis: Python, SQL, ANOVA, Paired-Samples t-Tests, Data Analysis, Data Visualization, Data Cleaning, Tableau, Qualtrics

AI & Technology: Artificial Intelligence, Generative AI, Machine Learning, Computer Vision, AI-Assisted Research, VR/XR, LLM

UX & Product: Mixed-Methods Research, Usability Testing, User Interviews, Research Synthesis, Product Strategy, Product Requirements, Cross-Functional Collaboration