Isha Mahajan
UX Researcher, UX Designer

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EDUCATION

Indiana University, Bloomington   Aug 2022 - May 2024
Masters of Science, Human-Computer Interaction/design

Symbiosis School for Liberal Arts, Pune, India   Aug 2018 - May 2022
B.A. (Hons.) Psychology, Double Minors: Computer Science, Mathematics, GPA: 8.9/10 (Valedictorian)
Winner of the Chancellor's Gold Medal Award for the Best Outgoing Student Across all Colleges and Departments

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RECENT EXPERIENCES

UX Research Operations Intern, ServiceNow   May 2023 - Aug 2023
- Streamlined the company's UX recruitment process by auditing a 2 month end to end process.
- Interviewed 11 stakeholders and designed 5 new initiatives to optimize the recruitment process by identifying bottlenecks in the UXR user recruitment workflow.
- Recruited 20+ customers for 2 UX research projects.

Accessibility and Instructional Designer, Indiana University, Bloomington   Sep 2022 - present
- Conducted survey research on 30 students in Qualtrics to analyze their online language learning.
- Developed research methods and designs measuring students' experiences in multi-modal classes.
- Designed accessible course material that improved student learning experiences.

Teaching Assistant, Research Methods, Symbiosis School for Liberal Arts   July 2021 - Dec 2021
- Guided 120 students to develop qualitative and quantitative research skills by planning classroom sessions.
- Assisted students to execute research methods and analyze data, and organized logistics of the class
- Facilitated individual learning by holding office hours to assist students with their difficulties in the course.

HCI and User Experience Research Intern, Indian Institute of Technology, Delhi   May 2020 - Dec 2020
- Collaborated on 3 projects on Human-AI interaction that focused on understanding trust in artificial intelligence.
- Researched people's perception of AI systems by creating a survey design and conducting research on 193 participants and analyzing data through SPSS (statistics package for the social science).
- Identified novel factors that influenced trust in algorithmic decisions and formulated design and engineering solutions that facilitated human trust in AI systems.
- Co-authored a book chapter on public perception of algorithms and AI ethics and biases by analyzing and synthesizing insights from existing literature • view publication

Team Lead (Intern), Confluence Journal of Interdisciplinary Studies   Feb 2020 - June 2022
- Managed a team of 20 copyeditors, designers, and reviewers, and web-engineers.
- Improved the quality of the journal by critiquing research methods for 60 research papers over three years.

PROJECTS AND PUBLICATIONS

Selective Aversion for Artificial Intelligence [in collaboration with IIT, Delhi] • view project
- Conducted survey research on ~200 participants and found novel factors that influence trust in AI systems
- Published and presented findings at the Annual Conference of the Society for Judgment and Decision Making, USA
- Independently created design principles to foster user trust in artificial intelligence systems to further the project.

Influence of Framing on AI perception and Algorithm Aversion [Undergraduate thesis] • view project
- Conducted independent research by creating and conducting online control-group experimental design on ~100 participants to test the influence of language framing on the adoption of algorithmic recommendation systems.
- Created and deployed a joke recommendation system in R ShinyApps.
- Found insights through quantitative analysis and identified patterns in human judgment regarding AI systems.

Desmos Redesign • view project
- Conducted online control group experiments on 14 participants to understand the efficacy of Desmos (an online graphing calculator) on online student learning.
- Used qualitative research methods, interviews, and contextual inquiry with stakeholders to understand user needs.
- Suggesting and designing changes in the application user flow and interface to improve student engagement.

Redesigning University of Louisiana's website and Information Architecture • view project
- Conducted content audits, user research, and heuristic evaluation to understand pain points in usability.
- Redesigned the information architecture by creating 60+ wireframes using Axure to improve customer experience

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SKILLS
Research: Interviews, Ethnographic research, Contextual Inquiry, A/B testing, Heuristic evaluation, Affinity mapping, Card sorting, Cognitive Walkthrough, Task analysis, Data analysis (R, Python), Usability testing, Benchmark studies
Design: Information Architecture, User journeys, Personas, Storyboards, Wireframes, Prototyping, Data visualization
Tools and Programming: MAXQDA, Qualtrics, SPSS, Figma, Balsamiq, Adobe CC Suite, Axure, HTML, SQL