Jaivrat Saroha

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Bloomington, IN

EXPERIENCE

IBM, India — *Application Developer*

JANUARY 2021 - JULY 2023

- Spearheaded UI development & testing for a multinational insurance firm's Salesforce BAU (Business-as-usual) features.

- Assisted in launching 3 Legacy New Product Development projects, encompassing 25+ features, resulting in a 20% decrease in post-release defects over the last quarter.

- Collaborated with cross-functional teams of over 20 stakeholders, including Product Managers, Developers, Testers, and Business Clients in the Financial Services Sector within an Agile Release Train environment.

- Achieved a ~ 90% touch-less automation coverage for UI testing, utilizing Selenium and Postman, saving 220 hours of manual testing per month.

Associate Developer

- Trained extensively through a 12-week immersive program in full-stack web development and IBM's Carbon Design System. Certified Enterprise Design Thinking Practitioner and Team Essentials for AI Co-Creator.

INTERNSHIPS

Weave Lab, Indraprastha Institute of Information & Technology, Delhi (IIIT-D) — *UX Research Intern*

MAY 2019 - JUNE 2022

- Investigated user experience in the context of digital well-being across 4 streaming platforms in a team of 3.

- Conducted an online diary study of over 228 sessions, along with 22 semi-structured interviews, surveys, and literature review. Developed a taxonomy of 5 categories of emerging dark (deceptive) patterns and proposed UI solutions for ethical and sustainable user engagement.

- Authored a research paper contributing to the HCI & Design community at Designing Interactive Systems (DIS) 2022 ACM SIGCHI Conference (acceptance rate: 21.5%). Advised by Dr. Aman Parnami.

Industrial Design Center, Indian Institute of Technology, Bombay (IIT-B) — *UX Design / UI Development Intern*

FEBRUARY 2020 - MAY 2020

- Worked with Interaction Design for Indian Needs Group on Swarachakra, an Android keyboard app for 12 Indic languages with **over 1 million users**.

- Focused on user-centered design of a probabilistic model of the Hindi IME to improve touch accuracy and predictive text framework for the keyboard.

- Implemented a Gaussian touch model and an N-gram language model consisting of Hindi/Marathi corpus.

EDUCATION

Indiana University, Bloomington
MS in Human Computer Interaction & Design

AUGUST 2023 - MAY 2025 (Expected)

GPA: 4.0/4.0

Shiv Nadar University, Delhi
Bachelor of Technology, Computer Science & Engineering

JULY 2016 - JULY 2020

Minor in Design, 3.64/4.0
100% tuition scholarship for 4 years

SKILLS

Design: Interaction Design, Storytelling, Sketching, UI/UX Design, User Flows, Wireframing, Prototyping, Information Architecture, Visual Design & Communication, Product Design, Experience Design

Research: Surveys, User Interviews, Diary Studies, Contextual Inquiry, User Journey Mapping, Data Analysis, Affinity Mapping, A/B Testing, Open Coding, Usability Testing

Tools and Languages:
Figma, Sketch, Adobe CC, Photoshop, Qualtrics, Illustrator, Java, HTML 5, CSS, JavaScript, LaTeX, VS Code, Github, Azure DevOps, Jira, Confluence, UserTesting, Miro, Framer, Webflow

PROJECTS

Sponsored by Salesforce (ongoing)

Fostering Community Among Diverse User Groups

PUBLICATIONS

"Are You Still Watching?": Exploring Unintended User Behaviors and Dark Patterns on Video Streaming Platforms, DIS 2022 (ACM SIGCHI)