

Harshika Rawal

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EDUCATION

M.S. in Human-Computer Interaction, **Indiana University Bloomington** | GPA 3.8/4.0
B.A. in Psychology and English Literature, **University of Mumbai, India** | GPA 7.9/10

Aug 2023 - May 2025
Jul 2017 - Oct 2020

WORK EXPERIENCE

Graduate Teaching Assistant – Introduction to HCI and Experience Design - Indiana University *Bloomington, IN | Aug 2024 – Dec 2024*

- Collaborated with the course instructor to deliver engaging learning experiences and provided personalized feedback, fostering deeper learning on experience design principles
- Facilitated the academic journey for **60** graduate students, enhancing their understanding of complex human-computer interaction projects

UX Research Volunteer Consultant - Tiliti Foods *Remote | Jun 2024 – Aug 2024*

- Evaluated research data, driving initiatives rooted in user-centered research to enhance user experiences and foster innovation
- Collaborated with a cross-functional team to develop a comprehensive research plan, applying agile methodologies to elevate user research objectives
- Conducted in-depth user interviews of **10** participants with a blend of empathy and analytical acumen, and gathered insights that fuel product innovation and MVP development
- Employed thematic analysis to uncover **7 key themes** and **15 sub-themes**, leading to the creation of **2 detailed** user personas, each representing a major hormonal imbalance diagnosis
- Articulated research findings with precision, bridging user needs, and business objectives through compelling narratives and presentations, ensuring stakeholder alignment

Brand Manager - CSC by Jai Ingredients Pvt. Ltd. *New Delhi, India | Sep 2021 – Jun 2023*

- Led brand identity redesign across all communication channels fostering trust and consistency that boosted web traffic by **34%**
- Implemented social psychology principles to marketing strategies, effectively leveraging insights into user behavior to boost sales by **12%** and improve customer retention from nearly **0% to 20%**, reflecting a strategic application of design thinking

Marketing and Sales Specialist - Pin It Up *New Delhi, India | Jan 2021 – Sep 2021*

- Enhanced online user engagement through targeted social media strategies, reflecting an ability to understand and influence user interactions
- Generated sales leads through strategic networking, showcasing communication skills and the ability to advocate for the user effectively

PROJECT EXPERIENCE

Designed a conversational AI-based chatbot experience for new users on the Salesforce website – Industry project with Salesforce *Aug 2024 – Dec 2024*

- Led the design of a conversational AI chatbot for Salesforce’s B2B user base, delivering **8 key features** and use cases within an agile timeframe
- Conducted persona-driven research for the chatbot’s personality, employing contextual inquiries and analyzing insights from **10+** participants to guide design decisions
- Developed high-fidelity prototypes in Figma to visualize and communicate design concepts to stakeholders and designers at Salesforce, ensuring alignment with user needs and business goals.

Designed concept solutions to enable user trust in Slack AI w.r.t. data privacy - Industry project with Salesforce *Jan 2024 – Apr 2024*

- Tailored Salesforce’s Slack AI features to the educational sector’s needs, centering on data privacy and user trust, essential for technology product experiences
- Led 'Black Mirror' brainstorming sessions to overcome product access challenges, resulting in the selection of **3 key AI** scenarios for further development
- Designed high-fidelity prototypes in Figma, maintaining consistency with Slack design system and facilitating clear communication with key stakeholders

Designed an interactive health companion to minimize mindless snacking *Nov 2023*

- Directed targeted user research to design an interactive health companion, addressing workplace mindless snacking, applying empathy and a deep understanding of user needs
- Created a multi-sensory nudge system from complex data analysis to reduce snack urges, leveraging design tools for mockups
- Conducted 'Wizard of Oz' usability testing with **80%** interaction success, highlighting design effectiveness and potential for iterative improvement

SKILLS

User Research: User Interviews, A/B testing, User Research, Competitive Analysis, Co-Design Workshop, User Flows, Thematic Analysis, Cognitive Walkthrough, Usability Testing, Contextual Inquiry, Direct Observation and Affinity Mapping

UX Design: High-fidelity Wireframing, Prototyping, Brand Design, Visual Design, Packaging Design, Motion Design, Style Guides, Information Architecture, User Personas, Design System, Storyboards, and UX Design

Tools: Figma, Adobe Creative Suite, Figjam, Miro, Canva, Notion, ChatGPT, Copilot, Framr, HTML/CSS, Microsoft Office, Qualtrics, Typeform

Relevant Coursework: Experience Design, Foundations of HCI/d, Introduction to HCI/d, Interaction Design Methods, Meaning and Form, Visual Design, Product Management, HCI/d Studio Practice

CO-CURRICULAR

Vice-President, Human-Computer Interaction and Design Club

May 2024 – Present

Judge, Women’s Research Poster competition 2024 at the Luddy School of Informatics, Computing, and Engineering

Apr 12, 2024

Scholar, Grace Hopper Conference 2024

Oct 8 – Oct 11, 2024

Representative of the Luddy School of Informatics, Computing, and Engineering at the SWE’24 Conference

Oct 24 -26, 2024