Nithika Sanghi

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WORK EXPERIENCE

UX Researcher, Collabo XD, Indianapolis   **August 2023 – Current**
- Executed multiple projects utilizing comprehensive UX Research methods - interviews, surveys, focus groups, and observations across healthcare, community engagement, and digital user experiences
- Synthesized data through **evaluative, descriptive, and narrative analysis**, deriving insights and pain points **leveraging generative AI**
- Leveraged design thinking to present and communicate insights through charts, graphs, client presentations, user journey maps, affinity maps, personas, and research reports

Product Researcher and Designer, Indiana University, Indianapolis   **May 2023 – Current**
– Led **7+** hardware innovation projects on wearables, conceptualization, and usability tests with 50+ first responders
– Spearheaded the execution of the testing protocols of **6+ products with 10+ first responders at 5-day live field testing** on hardware ruggedization testing, usability testing, and location tracking

Product Designer, PurpleTalk Inc, Hyderabad   **April 2021– July 2022**
– Led cross-functional teams of **10+ software developers, 02 QA specialists, and 02 designers**, overseeing the project lifecycle, strategic product alignment, and functional requirements catering to the client's expectations through Agile and Scrum
– Designed and delivered **13+ dashboard interfaces** for client personalizing them to their business needs
– Collaborated closely with clients, analyzing insights from **3 distinct user groups, and 30 competitors**, to inform targeted product enhancements and feature improvements
– Managed multiple projects simultaneously using Agile and scrum methodologies and comprehensive sprint planning

Human Resources Business Partner, Quantium Analytics, Hyderabad   **March 2017 – March 2021**
– Delivered **projects company-wide projects** focusing on holistic employee experiences by collaborating with cross-country C-suite executive leadership teams with a **positive growth rate of 35%**
– Implemented **targeted strategies for 10+ BUs**, boosting employee **engagement by 25% and retention by 33%** through extensive market competitor research, interviews, and engagement surveys
– Executed **company-wide surveys** for **2000+ employees,** and shared actionable insights with leadership teams

SKILLS

– **Research and Design:** User Interviews, Usability Testing, Mixed-methods Research, Narrative Research, Design Thinking, Participatory Design Research, Observations, Focus Groups, Field Studies, Competitor Analysis, Market Research, Affinity Mapping, Thematic Analysis, Data Analysis, Card Sorting, Tree Testing, A/B Testing, Surveys & Questionnaires, Heuristic Evaluation, User Journey Map, Task flows, Wireframing, Prototyping, Visual Design, Mock-ups, Design Validation
– **Tools:** Figma, FigJam, Miro, Mural, UserTesting, Qualtrics, Survey Monkey, JIRA, WordPress, Confluence

EDUCATION

MS in Human-Computer Interaction, Indiana University, Indianapolis   August 2022 to May 2024
MBA in Human Resources & Marketing, Osmania University   August 2016 to June 2018

INDUSTRY COLLABORATION PROJECTS

– **CX Researcher - IU Health:** Research study evaluating CV surgery patient journey to elevate patient experiences
– **CX Researcher - InerG Impact:** A community research project elevating the voices of the Anderson community
– **Product Designer - Furtrieve:** Researched and designed an app using AI to predict, track and manage pet health

AWARDS

– **Winner – 3-Minute Pitch Competition** on my research by Graduate School at IU Indianapolis. *Watch my pitch!*
– **Granted $15,500 in scholarship** for efforts in academics, mentoring, diversity, inclusion, equity, and governance
– **Recognized as OIA's Graduate Mentor for mentoring 15+ graduate students** on their academic journey, career progression, and professional development – *Read the feature here*

Looking for a dynamic and challenging role to leverage my skills and contribute to the growth of the company.
Let's build something great together!