Snehashish De
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WORK EXPERIENCE

Lead UX Researcher | Indiana University Bloomington **Jun 2025 - Present**

- Coordinated end-to-end research operations across 2 AI/VR projects involving 250+ participants, managing recruitment, scheduling, consent, incentives, session logistics, transcription, and study closeout
- Prototyped and tested an AI-assisted research synthesis workflow using AWS, reducing manual analysis effort by 90%; evaluated output accuracy, documented workflow limitations, and incorporated data-handling safeguards
- Supported ~$58K in research funding by organizing preliminary data, preparing deliverables, and developing prototypes
- Managed a 6-member cross-functional research team and maintained a centralized repository of research guides, templates, prompts, and findings, improving knowledge reuse and visibility into project priorities for senior stakeholders
- Tracked research progress, coordinated dependencies, and proactively communicated priorities, blockers, and next steps across 7 projects to keep stakeholders aligned and deliverables on schedule
- Reviewed existing research and synthesized behavioral, survey, and statistical data across projects into actionable findings, concise stakeholder reports, and Tableau visualizations
- *Awarded 1st Place Interior Design Educators Council (IDEC, 2026); published at 44th Annual Conference of the Association of Education and Research in Computer Aided Architectural Design in Europe (eCAADe, 2026)*

Research Assistant | Indiana University Bloomington **May 2024 - May 2025**

- Led UAT and product validation with 32 designers using Technology Acceptance Model (TAM), usability, adoption, and experience metrics to evaluate an AI/VR workflow and identify improvements
- Conducted 1:1 interviews and workflow evaluations with participants and professionals to identify user needs, usability barriers, and opportunities; synthesized findings into actionable concepts for an AI-assisted design tool

Associate Instructor and Research Mentor | Indiana University Bloomington **Aug 2024 - May 2025**

- Managed 110 graduate students using Canvas to administer UX Research coursework, review submissions, grade assignments, and provide feedback; mentored 2 undergraduate researchers from Center of Excellence for Women & Technology (CEWT)

INDUSTRY SPONSORED UX RESEARCH PROJECTS

UX Researcher | Microsoft Excel **Aug 2024 - Dec 2024**

- Led customer research with color-blind users in financial data workflows; synthesized customer pain points into an opportunity tree and 4 actionable product concepts; managed multiple task workstreams across 5 Agile sprints; defined KPIs, deliverables, and roadmaps in close collaboration with Microsoft sponsors, designers, and PMs

UX Researcher and Designer | Salesforce AI Tools (Slack AI) **Jan 2024 - May 2024**

- Conducted market and competitive analysis, customer interviews, Wizard-of-Oz testing, and usability testing; translated 5 testing sessions into 3 AI product recommendations contributing to a 40% increase in measured trust
- Collaborated with 8 designers and 2 Salesforce sponsors to document customer needs, coordinate research activities using Notion checklists (jobs-to-be-done), and design transparent AI experiences in Figma using the Slack Design System

SELECTED PROJECTS & CERTIFICATIONS

Speculate AI | Built a reflective AI tool using MCP, APIs and a plugin skill to speculate unintended consequences of digital products **2026**

Anthropic | Claude Code in Action; AI Fluency Framework & Foundations **2026**

CITI | Human Research Social/Behavioral **2025**

Embodied Shopping | Conducted observations in grocery store to design an embodied experience for people with dietary restrictions **2023**

EDUCATION

Master of Science in Human-Computer Interaction | Indiana University Bloomington | GPA 3.95/4.00 **Aug 2023 - May 2025**

Bachelor of Engineering in Information Technology | University of Mumbai | GPA 8.64/10.00 **Jul 2019 - May 2023**

SKILLS

Research Operations & Execution: Participant Recruitment, Scheduling, Consent Management, Incentives, Study Logistics, Session Recording, Transcription, Research Repositories, Study Closeout, Research Documentation

UX Research & Analysis: Interviews, Usability Testing, Study Moderation, Qualitative Coding, Thematic Synthesis, Desk Research, Survey Analysis, Quantitative Data Analysis, TAM, Research Reporting

AI & Technical: AWS, AI-Assisted Research Workflows, APIs, Model Context Protocol (MCP), Prompt Engineering, Python, SQL, Technical Documentation

Tools: Excel, Tableau, Figma, Miro, Dovetail, NVivo, Microsoft Teams, Survey Tools (Qualtrics, Google Forms)