Aditi Bhatnagar

(530)761-3980

aditib@gatech.edu

aditib.net

linkedin.com/in/aditib10

Experience

UX Research Intern | Mailchimp

May 2021 – August 2021

- Created and implemented a remote exploratory study to assess the first impressions and pain points of first-time visitors to Mailchimp's pricing page. Organized an ideation workshop to discuss findings and brainstorm action items with the project manager's team.
- Moderated usability tests via UserTesting to assess the usability of Mailchimp's recently launched online store. Identified key areas of opportunity and presented to the design team.

Graduate Researcher | Georgia Tech x Emory University

January 2021 – Present

- Interviewed clinicians to establish key requirements for a tablet dashboard that tracks cognitive decline among older adults.
- Researched online engagement in adults with mild cognitive impairment (MCI) by performing video analysis on cognitive empowerment classes. Developed engagement personas and provided recommendations to stakeholders to improve online engagement.

Research Associate | SRI International Neuroscience Program

October 2018 – July 2020

- Investigated the cognitive effects of HIV infection and Alcohol Use Disorder in a longitudinal research study by conducting interviews and psychometric tests with 200 adults.

Projects

Optimizing WhatsApp for Small Businesses in India | Facebook

January 2021 – May 2021

- Triangulated interviews, contextual inquiry, and concept tests to propose solutions that help establishments better manage their business via Whatsapp under the advisement of a senior UX Research Manager at Facebook.
- Generated insights through affinity mapping and employed insights to create design concepts. Evaluated them using moderated concept tests with small businesses in India.

A progress-tracking tool for mental health counselors | ZenVR

August 2020 – December 2021

- Conducted surveys and interviews with mental health counselors to understand counselors' preferences towards a tool that tracks clients' progress on meditation lessons created by our industry partner, ZenVR.
- Analyzed the research findings through affinity mapping and formulated insights to create a high-fidelity prototype with Figma.
- Handed-off the high-fidelity prototype to ZenVR, which is currently being implemented by ZenVR for their app.

Education

Georgia Institute of Technology

Aug 2020 – May 2022 (Expected)

MS in Human-Computer Interaction
Current GPA: 4.0

University of California, Davis

2015 - 2018

BA in Psychology
Minor in Managerial Economics

Skills

Qualitative	Quantitative
Interviews	Surveys
Contextual Inquiry	Usability Testing
Participatory Design	Card Sorting
Diary Study	A/B Testing
Task Analysis	Heuristic Evaluation

Analysis	Design
Affinity Mapping	Sketching
Competitive Analysis	Wireframing
Descriptive Statistics	Prototyping
Inferential Statistics	User Flows

Storytelling	Toolkit
Personas	R
Storyboards	Figma
Journey Maps	Balsamiq
Empathy Maps	
Jobs-to-be-done	

Awards and Honors

Citation for Outstanding Performance, 2018

Awarded by the UC Davis Department of Psychology for excellence in research.

Dean's Honor List, 2016-2018

Transcript notation for outstanding academic performance.