

SEJAL SARKAR

UX RESEARCHER

Seeking a UX Researcher internship for Summer 2022

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EXPERIENCE

National AIDS Research Institute (NARI), India | Project Technical Officer

September 2020 – December 2020 (4 months)

- Conducted mixed methods research for Indian Council of Medical Research (ICMR) on psychosocial effects of Covid-19 on Indian population.
- Collected and conducted preliminary analysis on data from 127 participants.

University of Mumbai, India | Visiting Professor

December 2020 – May 2021 (6 months)

- Taught 'Psychotherapy' and 'Psychology of Cognition & Emotion' papers to MA students.

University of Mumbai, India | Research Mentor

June 2020 – August 2021 (1 year, 3 months)

- Trained and guided undergraduate students in qualitative and quantitative research methodologies.
- Facilitated paper presentations for intramural conference.

RESEARCH

Eating Disorders – Researcher | Sept 2021 – Present

- Continuing thematic analysis of Tumblr posts of people recovering from eating disorders to co-design a safe space for community engagement.

Buzzpool – UX Research Lead | Aug 2021 – Present

- Conducted user interviews, surveys, and secondary research to improve carpooling experience of graduate students at Georgia Tech.
- Analyzed data to ideate design solutions

Weather OTG – UX Research Lead | Aug 2021 – Present

- Conducted user interviews, surveys, and secondary research to understand the pain points of people with visual impairments when checking the weather.
- Created personas, empathy maps and journey maps based on user research, to help design prototypes

Understanding Smartphone Usage in Indian Adults – Researcher |

Oct 2018 – Feb 2020 (10 months)

- Explored psychosocial factors impacting smartphone use of Indian adults for Masters' dissertation.

Media: How Gender Sensitive, How Inclusive – Research Assistant |

Feb 2017 – Aug 2017 (7 months)

- Executed mixed methods research for a UNFPA (United Nations Population Fund) sponsored project, exploring gender policies of media houses in Mumbai, India.

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY

MS in Human-Computer Interaction
| 2021 - 2023 (expected)

TATA INSTITUTE OF SOCIAL SCIENCES

MA in Applied Psychology
(Counseling) | 2018 – 2021

UNIVERSITY OF MUMBAI

BA in Psychology | 2015 – 2018

PAPER PRESENTATION

Presented a paper at the National Conference on Psychosocial Adjustability and Mental Health in India | 2018

Prepared a report for UNFPA and Population First | 2017

SKILLS

Research	Tools
Contextual Inquiry	Adobe XD
Interview	Figma
Survey	SPSS
Focus Group	Atlas
Thematic Analysis	Miro
Affinity Mapping	Mural
Grounded Theory	
Participatory Design	Design
Heuristic Evaluation	Paper-prototyping
Competitive Analysis	Sketching
Task-based Analysis	Lo-fi
Card Sorting	Wireframes
Storyboarding	
Personas	
Journey Mapping	
Empathy Mapping	