Isha Mahajan

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I am a data driven and empathy focused UX researcher directed towards creating good user experience by connecting with the users with prior experience in quantitative, qualitative, and mixed methods research.

EDUCATION

Indiana University, Bloomington   Aug 2022 - May 2024
Masters of Science, Human-Computer Interaction/design (Currently pursuing, anticipated Graduation: 05/24)

Symbiosis School for Liberal Arts, Pune, India   Aug 2018 - May 2022
B.A. (Hons.) Psychology, Double Minors: Computer Science, Mathematics
GPA: 8.9 on 10, Valedictorian.

RECENT EXPERIENCES

Accessibility Designer, Indiana University, Bloomington   Sep 2022 - present
- Conducted survey research on 30 students in Qualtrics to analyze their online language learning.
- Developed research methods and designs measuring students' experiences in multi-modal classes.
- Designed accessible course material that improved student learning experiences.

Teaching Assistant, Research Methods, Symbiosis School for Liberal Arts   July 2021 - Dec 2021
- Guided 120 students to develop qualitative and quantitative research skills by planning classroom sessions.
- Assisted students to execute research methods and analyze data, and organized logistics of the class
- Facilitated individual learning by holding office hours to assist students with their difficulties in the course.

HCI and User Experience Research Intern, Indian Institute of Technology, Delhi   May 2020 - Dec 2020
- Collaborated on 3 projects on Human-AI interaction that focused on understanding trust in artificial intelligence.
- Researched people's perception of AI systems by creating a survey design and conducting research on 193 participants and analyzing data through SPSS (statistics package for the social science).
- Identified novel factors that influenced trust in algorithmic decisions and formulated design and engineering solutions that facilitated human trust in AI systems.
- Co-authored a book chapter on public perception of algorithms and AI ethics and biases by analyzing and synthesizing insights from existing literature.

Team Lead (Intern), Confluence Journal of Interdisciplinary Studies   Feb 2020 - June 2022
- Managed a team of 20 copyeditors, designers, and reviewers, and web-engineers.
- Improved the quality of the journal by critiquing research methods for 60 research papers over three years.

Volunteer, Laya (Resource Center for Adivasi communities)   May 2019 - Dec 2019
- Conducted surveys on 70 people through field visits to analyze the impact of Smart Cities on tribal zones in India
- Taught math and english to 12 - 16 year old students without access to school education

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PROJECTS AND PUBLICATIONS

Selective Aversion for Artificial Intelligence [in collaboration with IIT, Delhi] • view project
- Conducted survey research on ~200 participants and found novel factors that influence trust in AI systems
- Published and presented findings at the Annual Conference of the Society for Judgment and Decision Making, USA
- Independently created design principles to foster user trust in artificial intelligence systems to further the project.

Influence of Framing on AI perception and Algorithm Aversion [Undergraduate thesis] • view project
- Conducted independent research by creating and conducting online control-group experimental design on ~100 participants to test the influence of language framing on the adoption of algorithmic recommendation systems.
- Created and deployed a joke recommendation system in R ShinyApps.
- Found insights through quantitative analysis and identified patterns in human judgment regarding AI systems.

Desmos Redesign • view project
- Conducted online control group experiments on 14 participants to understand the efficacy of Desmos (an online graphing calculator) on online student learning.
- Used qualitative research methods, interviews, and contextual inquiry with stakeholders to understand user needs.
- Suggesting and designing changes in the application user flow and interface to improve student engagement.

Redesigning University of Louisiana's website and Information Architecture • view project
- Conducted content audits, user research, and heuristic evaluation to understand pain points in usability.
- Redesigned the information architecture by creating 60+ wireframes using Axure to improve customer experience

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SKILLS

Research: Interviews, Ethnographic research, Contextual Inquiry, A/B testing, Heuristic evaluation, Affinity mapping, Card sorting, Cognitive Walkthrough, Task analysis, Data analysis, Usability testing, Benchmark studies
Design: Information Architecture, User journeys, Personas, Storyboards, Wireframes, Prototyping, Data visualization
Tools: MAXQDA, Qualtrics, SPSS, Figma, Balsamiq, Adobe CC Suite, Axure
Programming: R, Python (pandas), HTML, SQL