

SWATI NIKUMB

Senior User Experience Researcher

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Summary

Senior UX Researcher with 6+ years of experience specializing in quantitative and qualitative methods, delivering actionable insights to Fortune 500 technology companies and diverse populations (fintech, edtech, LGBTQ+).

Experience

Wisely by ADP

Senior UX Researcher

New York City
Jan 2022 - Present

Led strategic and foundational UX research across mobile and desktop fintech platforms, driving insights that shaped card issuance, payment solutions, and user segmentation for millions of users

- Conducted end-to-end research for Wisely's mobile (cardmember) and desktop (card management) platforms using **User Interviews, Maze, Pendo, Qualtrics, Dovetail, UserZoom, Zoom, and Miro**
- Integrated **Maze, an AI-first tool** for UX researchers into the team's processes and collaborated with research ops to assess and further tailor the tool to meet specific researcher requirements
- Led UX research for the Wisely desktop card issuance and payment system, achieving a **41.7% year-over-year reduction** in card over-ordering and inactivation
- Ran user-centered workshops to foster empathy among product, engineering and marketing teams, to validate long-held assumptions about Wisely card members
- Leveraged **mixed-methods research** (interviews & usability testing) to create cardmember and card management personas, which helped the marketing and sales team to position Wisely to **diverse buyer segments**
- Collaborated with design, product, and engineering teams to create and execute an **annual strategic top tasks survey**, yielding crucial data that informed product roadmaps
- **Partnered with research ops to recommend and implement User Interviews** which simplified participant recruitment, enabled self-scheduling & faster incentive payments, freeing up researchers to focus on study execution
- Established foundational research for under-researched ADP products (International Money Movement, Payment Solutions), **uncovering assumptions**, which lead to changes in product workflows
- Documented onboarding and training processes for new research team members, incorporating recorded walkthroughs and project overviews

User Research International

UX Researcher

Remote
Dec 2020 - Jan 2022

Conducted rigorous UX research for global tech clients like Microsoft, Google, and Expedia, delivering benchmark studies and accessibility insights across diverse user segments

- Collaborated with clients such as **Microsoft, Google, and Expedia** to quickly grasp complex topics and deliver customized research reports based on client templates, ensuring a smooth handoff to stakeholders for informed decision-making
- Led benchmarking studies across multiple client platforms, with metrics such as **NPS, CSAT, NSAT, SUS, UMUX-LITE, experience scores and task success rates** to evaluate and compare user experience performance
- Applied Microsoft's "5 Minutes to Wow" metrics to evaluate initial and end-of-session impressions, helping teams prioritize delightful moments early in the user journey
- Coordinated cross-country research efforts, managed recruitment panels in India and Brazil; served as a liaison to navigate language and cultural differences and ensured participant quality and consistency
- Remotely conducted research on hardware systems using URI's test pods located across the USA, collaborated closely with technicians to ensure device functioned as expected and enabled a seamless study experience

- Used empathetic and culturally sensitive methods to conduct research with vulnerable populations, including LGBTQ+ individuals and low-income communities to uncover insights that participants may find challenging to discuss
- Co-developed and implemented a **report quality checklist** to ensure insights were consistent and reports were standardized across the research team
- Co-created an **insights categorization tool** used to train new researchers and promote consistent writing quality & analytical standards across the team
- Educated client teams on **accessibility best practices** as part of URI's Accessibility Taskforce

UserZoom

UX Research Intern

Remote

July 2020 - Dec 2020

Designed and executed UX studies for major SaaS and enterprise clients while educating teams on platform adoption and research best practices

- Developed and analyzed end-to-end UX studies for a diverse range of clients, including **Gusto, Intel, McAfee, CircleCI, HPE, and EdX**, offering strategic recommendations that not only enhanced their research but also drove greater adoption of the UserZoom platform by educating clients on its optimal use
- Audited screeners and studies for clients, applying best practices to enhance the quality and reliability of research outcomes, ensuring more trustworthy and actionable insights
- Led educational workshops for clients on designing and analyzing data from card sorts, usability tests, click tests, tree tests, and moderated solutions, enhancing their ability to execute and interpret user research

InReach (fka Asylum Connect)

UX Researcher

Remote

Jan 2020 - May 2021

- Provided ongoing research, to gauge the level of brand trust, globalization capabilities, navigation within the app & overall usability

American Youth Literacy Foundation (Funetix)

UX Researcher

Remote

Dec 2019 - Dec 2020

- Led research testing for FUNetix, a mobile app that teaches children to read; recommendations led to curriculum content development and in-app/online resources for parents & children using the app

Research Philosophy (with GenAI)

GenAI offers significant opportunities for businesses to achieve goals faster and more efficiently than before. UX researchers often spend too much time on data analysis, which reduces time spent on generating insights that align with business objectives. My work with GenAI data analysis tools (Maze, Pendo and Qualtrics) has helped me to streamline data analysis, freeing up my time to gather and assess various sources of quantitative data to further augment my qualitative research insights. The future will likely see GenAI tools acting as research assistants. I look forward to contributing to their training to expedite research and tightly integrate with overarching business objectives.

Education

- M.A Speech-Language Pathology, University at Buffalo (2017)
- MSc. Speech and Language Sciences, Western University (2014)
- BSc. Psychology and Physiology, Western University (2010)

Specializations

- UserZoom Advanced Certification (2020)
- UserZoom Core Certification (2020)
- Learn Figma - UI/ UX Design Essential Training, Udemy (2020)
- User Experience Research & Design Specialization, Coursera (2019)