

Ishita Chaudhuri

RESEARCH and STRATEGY, Sterling, VA • [linkedin.com/in/ishitac/](https://www.linkedin.com/in/ishitac/)
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Senior Researcher

13+ years of experience leading UX/CX Design and Research to create new and improved experiences, improving App store ratings by 14% in 18 months and creating 2 patents for IoT products. Designed and led mixed method studies for new product development, scaling and launch monitoring. Experienced in Lean UX research and Agile settings and working in cross-functional teams, converting abstract ideas into insights, leading to measurable successes.

WORK EXPERIENCE

Twitter • 04/2022 - 11/2022

Senior Researcher

- Responsible for the Developer Platform innovation. I worked on the Innovation team as a Senior Researcher, leading 2 key projects
- On the Consumer side, I focused on the Creation and Expression Products that enabled content creators to tell better stories and drive more engagement.
- Ran a study to evaluate multiple business models for the benefit of Twitter and the Developers on the platform. Generated actionable insights for measurable outcomes.
- Partnered closely with Product Strategy team to design studies for Zero to One initiatives.

Philips • 07/2018 - 11/2021

Sr. User Experience Researcher

- Worked as strategic team member in the Research & Development dept of Philips Sonicare, that helped the Sonicare app increase it's App store rating by 14% in 18 months.
- Led research for Innovation pipeline in collaboration with Data Scientists, Functional Engineers, Software Developers, Embedded Systems Engineers to create Philips connected experiences for the Sonicare Connected platform.
- Lead researcher for both product lines under Connected Platform ie. Sonicare Connected toothbrush series for Adults and Sonicare for Kids Connected toothbrush series
- IP/Patent Creation - Created 2 for IoT based, data driven contextual feedback mechanisms during, before and after brushing WO 2022084163 <https://patentscope.wipo.int/search/en/detail.jsf?docId=WO2022084163> • Commercialization - Collaborated with ML team to create consumer facing features on the app to enable better oral health outcomes • Connectivity improvements - Led research efforts that resulted in the Connectivity improvement of BLE connection of the Sonicare toothbrush with the mobile app • Personalization roadmap - Using Behavioral Design techniques, created Personalization roadmap to enable management and improvement of Oral Health conditions based on incorrect brushing techniques - over pressure, scrubbing, missed spots resulting in issues like gum sensitivity, for consumers in the 18 to 55 age group • Philips Sonicare Prestige 9900
- Led, designed and managed concept studies, prototype-based user testing, in home use tests for early stage products/exploratory prototypes for proposition development as well as post product launch study design and execution for the US, EU and China markets

Cognizant • 01/2010 – 06/2018

Sr. Manager

- Led UX/CX Design and Research, including strategy, product development, budget planning, scoping of work, and vendor management. Collaborated with multidisciplinary teams (PM, Design, Dev). Influenced improvements of mobile, tablet and cloud experiences. Led research teams for multi-geography user research on different aspects of captive audience experience ie. exploratory, causal, evaluative Experience with Lean UX research and Agile settings
- Was part of the core line of business that turned Cognizant Interactive as a strategic group, growing it 500% in 4 years with a multifold rise in the global talent pool
- Established the first Enterprise wide UX team that was responsible for creating the foundational research for the client's organization spread across the world.

Manager – UX Design

- Extensive research on enterprise user experience using heuristic evaluations, usability testing, competitor analysis of applications across multiple platforms ie. Desktops, Laptops, Tablets and Smartphones. Identify best method or mix of methods based on research objectives, timeline, and resourcing Responsible for conducting ethnographic studies, user-interviews, usability testing for custom as well as commercial off the shelf digital products Responsible for growing a team of researchers and designers for a large development bank headquartered in DC

Sr. Associate/ Lead Consultant – Mobile UX

- End to end independent user research for creating mobile apps for Banking and Finance, Insurance, Technology and Healthcare domains for clients in US and EU Distill business problems into research questions and translate them into well thought-out research plans

Intelligaia • 03/2009 – 12/2009

Information Architect And Usability Consultant

- Responsible for ethnographic research, wire framing and usability testing of applications built for touch enabled monitors. • Project managed the design and testing of a desktop application for SAT preparation. • Worked extensively with technology teams for product iterations.

Net Solutions • 08/2003 – 08/2008

Project Manager

- Single point of contact to liaise with US-based and UK-based client's. Responsible for project planning and budgeting, requirements analysis, wireframes, user interface (UI) specifications and heuristic evaluations.
- Responsible for hiring and mentoring junior associates.

Sr. Developer

- Responsible for developing web-based applications in e-commerce, banner management and print industry software. Part of a team that developed a modular website creation engine that resulted in accelerated production of pre-packaged websites for the company.

One World Technologies • 07/2002 – 08/2003

Web Developer

- Learnt the basics of creation and management of web based business applications

EDUCATION

Master Of Science Strategic Design And Management

Parsons School Of Design

Master Of Science Software

Kurukshetra University

PG Diploma In Advance Computing

C-DAC (Centre for Development in Advanced Computing)

Bachelor Of Science Comp. Sc

Panjab University

CERTIFICATIONS

Certified Usability Analyst

Human Factors International

SKILLS

In-depth Interviews, Strategic Planning, Mentoring, Proposition Development, Heuristic Analysis, Quantitative Research, Requirements Analysis, Contextual Inquiry, Behavioural Design, Customer Insight, Usability Testing, Project Planning, Vendor Selection, Budget Planning, Product Launch, Team Development, Study Design, Market Research, Multivariate testing, Competitor Analysis, Concept Testing, Business Model Testing, Wizard of Oz, User Journey Mapping, Card sorting, Survey Design, Unmoderated study, Participatory study