

# Sharnya Govindaraj

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## KEY SKILLS

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**Technical Tools:** Qualtrics, R, SPSS, Python, User Interviews, UserTesting, UserZoom Go, Miro

**Research Experience:** Qualitative (Usability & Concept Testing, In-depth interviews, Focus Groups, Contextual Inquiries)  
Quantitative (Surveys, Descriptive & Inferential Statistics, Driver Analysis, Regression, Data Visualization)

## EXPERIENCE

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**User Experience Researcher, Research & Analytics** @Slack (Salesforce.com Inc) May 2024 – Present

- Spearheaded research related to use of GenAI among a segment of Slack customers and advocated for actionable steps from the product team to unblock inefficiencies and pain points
- Led research in a high-priority business area to uncover requirements & validate product expansion into a new vertical using a mix of qualitative and quantitative methods
- Partnered with data scientists to triangulate behavioral analytics with user feedback, yielding insights for feature prioritization
- Organized an org-wide workshop to help unblock critical decision points for cross-functional partners & acted as the voice of the customer

**User Experience Research Intern, Research & Insights** @Cruise (GM's autonomous vehicle subsidiary) May 2022 – Aug 2022

- Evaluated the usability of a training tool, providing strategic recommendations that slashed company expenditures by \$30k per month
- Delivered actionable insights to XFN stakeholders, spearheading transformative shifts in product and design strategy for internal tooling and consumer privacy
- Pioneered foundational consumer insights research to gauge public perception about a pivotal product, informing pre-launch decisions and ensuring market readiness

**User Experience Research Apprentice** @DIA Design Guild Feb 2023 – Dec 2023

- Conducted usability testing on a leading e-commerce mobile app's customer support UX and identified top pain points in the user journey
- Partnered closely with senior UX stakeholders, leveraging industry expertise to extract invaluable insights and craft recommendations utilizing low-fidelity wireframes to enhance the user experience

**Lead Researcher – The Baby Brain Lab** @University of Texas at Dallas Aug 2020 – Apr 2024

- Project manager for a multi-site study, increased participant recruitment by 60% and collected data from over 150 families across the U.S.
- Pioneered research on machine-learning speaker classification algorithm performance analyzed using advanced statistical analyses
- Developed an annotation scheme to reduce analysis time and derive high-level insights from around 5000 hours of audio data
- Recruited, trained, and successfully managed a team of 10 research assistants to utilize annotation scheme for data analyses

**Volunteer Research Consultant** @Manollasini Trust 2019 – '20

- Streamlined research direction and led endeavors in a music therapy center for neurodivergent individuals
- Led a survey study on the emotional impact of diverse Indian music modes (happy modes, melancholic modes) on individuals without musical training; findings from the study were instrumental in tailoring music therapy modules for clients

**Correspondent** @Reuters News 2017 – '18

- Communicated business news critical to decision making in stock trading in the form of news alerts and wrote news articles
- Supervised a team of 25 journalists during the shift and systematized performance metrics for weekly presentations

## EDUCATION

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**Ph.D. (Cognition and Neuroscience – Psychology)** University of Texas at Dallas, TX, USA 2020 – 2024

**M.S. (Applied Cognition and Neuroscience)** University of Texas at Dallas, TX, USA 2020 – 2022

**B.A. (Communication & Media, English, Psychology)** Christ University, KA, India 2014 – 2017