Suruchi Gokhale |UX Researcher/Interaction Designer

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PROFESSIONAL SUMMARY

UX Researcher / Interaction Designer with experience conducting qualitative and quantitative UX research, usability testing, interaction design, information architecture, user journey mapping, prototyping, and HCI research across enterprise, academic, and digital-product environments. Experienced in translating user research and behavioural insights into **user flows, task flows, taxonomies, wireframes, high-fidelity prototypes, design-system patterns, and actionable UX recommendations**. Hands-on expertise with **Figma, FigJam, Qualtrics, Miro, Adobe XD, SharePoint, Genially, Jira, and Confluence**, supporting research planning, annotation workflows, design validation, and Agile product delivery. Skilled in user interviews, contextual inquiry, heuristic evaluation, card sorting, competitive analysis, moderated/unmoderated usability testing, A/B testing, affinity mapping, thematic analysis, journey mapping, persona development, and UX audits. Applied **WCAG 2.1/2.2 and Section 508** principles to improve accessible interaction design and enterprise workflows. Collaborating with **product managers, engineers, business stakeholders, researchers, and cross-functional teams** to identify usability issues, validate design concepts, and deliver user-centered digital experiences.

CORE SKILLS

UX Research & HCI	Qualitative & Quantitative Research, User Interviews, Contextual Inquiry, Usability Testing, Heuristic Evaluation, UX Audits, Card Sorting, Competitive Analysis, Surveys, A/B Testing, HCI Research, Behavioral Analysis
Interaction & UX Design	Interaction Design, Information Architecture, User Flows, Task Flows, Navigation Design, Taxonomy, Content Hierarchy, Wireframing, Prototyping, Responsive Design, Design Systems, UI Patterns, Design Validation, Design QA
UX Methods & Deliverables	Research Plans, Discussion Guides, Research Protocols, Personas, Journey Maps, Empathy Maps, Service Blueprints, Task Models, Affinity Mapping, Thematic Analysis, Impact/Effort Analysis, UX Recommendations
Design & Research Tools	Figma, FigJam, Miro, Adobe XD, Qualtrics, Genially, SharePoint
Accessibility & Usability	WCAG 2.1/2.2, Section 508, Accessible Design, Keyboard Navigation, Focus Management, Form Accessibility, Screen Reader Support, Usability Heuristics, Error Prevention
Agile & Product Delivery	Agile, Scrum, Lean UX, Design Thinking, Continuous Discovery, Sprint Planning, Backlog Refinement, Design Reviews, Stakeholder Workshops, Cross-functional Collaboration
Collaboration & Documentation	Jira, Confluence, Design Critiques, Co-Creation Workshops, UX Research Repositories, Design Documentation
Web & Data	HTML, Responsive Web Design, Web Content Scraping, Iframe Integration, Data Collection, Annotation Design, Data Labeling, Quality Assurance

PROFESSIONAL EXPERIENCE

Research Assistant, Part time **May 2025 – June 2026**
Drexel University Philadelphia, PA
Annotation Design · Survey Design · Data Collection Pipeline

- Labeled **500+ social media samples** and built a replicable annotation rubric from scratch, establishing the coding consistency baseline for a scalable crowdsourced HCI study on consumer market trends.
- Designed an **end-to-end Qualtrics crowdsourcing survey and annotation workflow**, including task instructions, labeling protocols, and QA checks, enabling reliable large-scale distribution of annotation tasks.
- Supported automated data collection using **HTML** scraping and iframe-based embedding to identify domain websites, expanding dataset coverage for downstream clustering and thematic analysis.
- Completed a second **500+ sample annotation round** to classify primary/subdomain websites, directly unblocking the next research phase and establishing reliability as a solo contributor.
- **Performed data-quality and consistency checks across annotation rounds**, resolving ambiguous cases and refining labeling rules to improve reliability across the research dataset.
- **Documented the annotation process, coding logic, and workflow decisions** to support repeatability, future contributors, and downstream analysis by the research team.

Learning Experience Coordinator (UX Co-op)
National Board of Medical Examiners (NBME), Philadelphia, PA **October 2025 – March 2026**
UX Research · Information Architecture · Instructional Design

- Scoped and investigated a **SharePoint self-service HR portal**, mapping information architecture and conducting a **scenario-based cross-team scavenger hunt** to identify hierarchy, labeling, and content-discovery issues driving employee HR contacts.
- Conducted **9 structured usability walkthroughs and 6 scenario-based validation sessions** with managers and employees, identifying **9 usability pain points** and prioritizing **6 fixes** through an impact/effort matrix; synthesized findings in **FigJam** into stakeholder-ready recommendations.
- Translated research findings into **information architecture, taxonomy, task-oriented microcopy, user flows, and interaction-design improvements**, reducing average navigation depth from **5 clicks to 2–3**.
- Designed **user flows, task flows, interaction models, navigation structures, wireframes, and high-fidelity prototypes** for responsive web and enterprise applications, contributing to approximately **20% improvement in task completion efficiency**.

- Created **low and high-fidelity Figma prototypes** using components, variants, Auto Layout, variables, and reusable design-system patterns across **10+ screens and user journeys**.
- Applied **interaction design principles, usability heuristics, visual hierarchy, affordances, feedback mechanisms, error prevention, and progressive disclosure** to simplify complex workflows and improve usability.
- Conducted moderated and unmoderated **usability testing**, evaluating task completion, error rates, time-on-task, and qualitative feedback to identify **30+ usability findings** and define actionable design improvements.
- Iterated and validated redesign concepts across **Figma, SharePoint, and Genially**, using observed behavior across varying levels of age and technology familiarity to refine layouts, instructional content, and self-service pathways.

UX Researcher
eClerx, India | User Research · Usability Testing · Journey Mapping **April 2023 – April 2024**

- **Supported UX research** for a retail and fashion client, working alongside senior researchers on **user interviews, contextual inquiries, usability testing, heuristic evaluations, and task-based studies** across internal and customer-facing digital experiences.
- Assisted in **planning research studies**, including **interview guides, usability test scripts, task scenarios, and survey instruments**, helping ensure sessions were structured consistently and aligned with research goals.
- Identified and **documented 25+ usability issues** across key user journeys, including checkout and other digital workflows, highlighting problems related to navigation, consistency, discoverability, and interaction friction.
- **Synthesized qualitative findings** from interviews and usability sessions using **affinity mapping and thematic analysis**, identifying recurring patterns around information clarity, user behavior, and task completion.
- Supported research involving **40+ users and stakeholders**, contributing to **personas, journey maps, task flows, and research summaries** that helped product and design teams understand user needs and prioritize improvements.
- Created and refined **Figma/FigJam prototypes** and **UX documentation** based on research findings, collaborating with designers to communicate proposed interaction changes and support concept validation.
- Applied UX evaluation metrics including **task success rate, time-on-task, SUS, and NPS**, while contributing to design critiques, discovery sessions, and **Agile discussions with cross-functional product teams.**

UX PROJECTS

Sahay - AI-Assisted Home Maintenance Platform | Team Project **6 Months**

- Conducted **8 interviews, 16 surveys, and 6-platform competitive analysis**, identifying trust, pricing, and booking friction; **92% preferred upfront pricing**.
- Used **FigJam and affinity mapping** to translate research into personas, user flows, and AI-assisted diagnosis, matching, and pricing experiences.
- Tested prototypes with **5 users**, refining onboarding, trust signals, user control, and conversational UX.

YouTube Focus Mode | UX Research & Interaction Design **May 2025**

- Conducted **Maze A/B testing with 28 participants**, analyzing heatmaps, click paths, and qualitative feedback.
- Identified **43% feature non-discovery and 71% misclicks**, informing improved visibility and interaction cues.
- Defined **2 follow-up experiments** with measurable UX success criteria.

Elle - Conversational AI Product | UX Research & Interaction Design **Ongoing**

- Evaluated **conversational UX, onboarding, user agency, feedback clarity, and interaction transparency**.
- Identified improvements for **first-use clarity, response feedback, and user control**.
- Developed a **3-day activation concept** with optional conversation starters and retention prompts.

EDUCATION

M.S., Human-Computer Interaction & User Experience **June 2026**
Drexel University Philadelphia, PA | GPA: 3.97/4.0
B.A., Psychology **April 2023**
University of Mumbai, India | GPA: 9.81/10 | Graduated with Distinction

CERTIFICATIONS

- HCI Fundamentals - edX
- AI for All - NVIDIA
- Becoming a Product Manager & AI Certification - LinkedIn Learning / Product School