




# SWATI NIKUMB

User Experience Researcher

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## Education

User Experience Research and Design  
Specialization, Coursera, 2019

M.A Speech-Language Pathology,  
2017, University at Buffalo

MSc. Speech and Language Sciences,  
2014, Western University

BSc. Psychology and Physiology, 2010,  
Western University

## Skills

Affinity Mapping  
Contextual Inquiry  
Competitive Analysis  
Heuristic Evaluations  
Journey Mapping  
Literature Reviews  
Qualitative/ Quantitative Analysis  
Survey Design  
Usability Tests  
User Personas  
User Interviews

## Tools

Figma  
Miro  
UserZoom  
Validately

## Speaking Engagements

Products by Women, 2020, Speaker  
NYC UXPA, 2020, Panelist  
Zero to UX, 2020, Guest Speaker

## Publications

"The unconventional path to UX  
Research", 2020, [bit.ly/3hxT6yl](https://bit.ly/3hxT6yl)

"Understanding the end-to-end UX of  
the Sephora Virtual Artist app", 2020,  
[bit.ly/3hAzvOa](https://bit.ly/3hAzvOa)

"Verb Use in Parkinson's Disease",  
2014, [ir.lib.uwo.ca/etd/2258](https://ir.lib.uwo.ca/etd/2258)

## Summary

Therapist turned UX Researcher with 5 years of experience practicing empathy, interviewing users to understand needs/pain points and providing actionable insights to diverse industries and populations including healthcare, education, IT & LGBTQ+.

## Experience

### UserZoom

UX Research Intern

New York, NY & Remote

July 2020 - Present

- Created and analyzed UX studies, providing best practice recommendations to a diverse clientele including [Gusto](#), [Intel](#), [McAfee](#), [CircleCi](#), [HPE](#) and [EdX](#)
- Conducted screener and study audits for 10+ clients in the IT and Education space, leading to increased usage and adoption of the UserZoom platform
- Standardized screener questions for multiple verticals, which helped increase incidence rates and targeted participant recruitment
- Led educational workshops with clientele on creating and analyzing data for card sorts, usability tests, click tests, tree tests and moderated solutions

### AsylumConnect

UX Researcher

Remote

Jan 2020 - Present

- Completed competitive analysis of app and delivered a list of prioritized findings to internal design team to promote awareness of current design drawbacks
- Provided ongoing remote usability testing, to gauge the [level of brand trust](#), [globalization capabilities](#), navigation within the app & general usability

### American Youth Literacy Foundation

UX Researcher, Beta Testing Team Lead

Remote

Jan 2020 - Present

- [Led beta testing](#) for FUNetix, a mobile app that teaches children to read, which included designing the end-to-end protocol, data collection and analysis
- Recommendations led to curriculum content development and in-app/online resources for parents and children using the app

### Sephora (Portfolio Project)

UX Researcher

Hoboken, NJ

October 2019

- Utilized usability testing, survey and contextual inquiry and published detailed findings that piqued the interest of creative professionals in the AR space
- Delivered specific recommendations to increase customer engagement, adoption and drive purchase activity on the app to the Sephora executive team electronically

### Citadel Rehabilitation Center

Speech Language Therapist

Bronx, NY

Sept 2018 - Aug 2019

- Interviewed patients to understand [pain points & needs](#) and provided [actionable recommendations](#) to healthcare professionals involved in patient plan of care

### Success Academy Charter School

Speech Language Therapist

Harlem, NY

Aug 2017- Jun 2018

- Provided [empathetic](#) treatment for 40+ students at a time and collaborated with teachers to implement interventions aligned with students'/educators' goals

### Western University

Graduate Research Student

London, ON

Sept 2011 – July 2014

- Master's thesis project analyzed with [quantitative statistics](#) (sample t-test etc.)