

# Caroline Nivetha

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*I love unraveling the complex relationships between technology, human behavior and culture. I aspire to design impactful experiences with technology that would push the quality of human life and thinking forward. I enjoy working on challenging projects that give me the opportunity to push boundaries and explore diverse approaches to understanding user needs and behavior.*

## EXPERIENCE

### Microsoft | UX Researcher 2 [March 2022 - Present]

- Lead Researcher for Password Management and Autofill experiences
- Collaborate with Designers, Product Managers, and Data Analysts to build research strategies that align with business goals
- First researcher for the team - Set up research processes and integration of research into the team

### Glance | Senior UX Researcher [February 2021 - March 2022]

- Led UX Research team for Roposo
- Led research to support transition into the first Live Commerce platform in India
- Collaborate with cross-functional stakeholders to identify and understand research needs for the product to help improve function, design and identify growth opportunities
- Initiatives to ensure optimum collaboration between the design and research teams by experimenting with different methods of communicating insights and ensuring impact
- Mentored Junior Researchers and Interns and facilitated the team's work by establishing research processes
- Initiatives for increased stakeholder participation in research activities like collaborative analysis and ideation workshops
- Collaborated with legal to ensure compliance with privacy policies for research activities

### Google (Contract) | User Experience Researcher [January 2019 - January 2021]

#### Teams: International Experience Team - India, Google Pay

- Worked on products to understand the differences and similarities between users' needs from different geographies, uncovering influences of various cultural aspects to inform design decisions
- Collaborated with teams across different time zones across the globe
- Actively engage with the product teams through various stages of product development to timely propose pertinent research studies and provide insights from current understanding of users to guide design and strategy
- Responsible for prioritizing, planning, and conducting research studies, end-to-end including communicating findings to cross-functional partners through presentations, reports, discussions, and workshops
- Conducted foundational studies, usability studies, concept testing, iterative and parallel prototype testing in lab, field, and remote settings

## EDUCATION

- **National Institute of Design, Bangalore - (2016-2018)** M.Des. Universal Design
- **Universidad Pontificia Comillas, Madrid - (2014)** Research Project
- **Loyola College (Anna University) Chennai - (2011-2015)** B.E. Electronics and Communication
- **Holy Angels' School, Chennai (1999-2011)**

## PROFESSIONAL COURSES

- Google Data Analytics Professional certificate
- Fundamentals of TinyML

## INTERNSHIPS

- **Siemens | UXR Intern [May 2018 - November 2018]**

Graduation Project: Humanizing Data Interactions through Augmented Intelligence

- **Skript | Research and Design Intern [May 2017 - June 2017]**

Creating and executing the user experience strategy for their product, UnderstandBetter.

## ACHIEVEMENTS

- **STAR award [2022]**

For my work at Microsoft under the 'Be Bold and Exceptional' Category

- **Shortlisted for Sandvik India Gender Awards [2018]**

My project, Play sans Prejudice, Toys that reduce the impact of gender bias in children by encouraging self-thinking and reasoning was shortlisted for the Sandvik Gender Awards

- **National Conference on Culture, Design and Cognition [2017]**

Poster Presentation - Designing a holistic approach towards sexual awareness and reproduction amongst youth

- **Topper at Galilee Academy for Electronic Keyboards Grade 1**

Exam conducted by Trinity London

- **Third topper at Galilee Academy for Electronic Keyboards Initial Grade**

Exam conducted by Trinity London

## LANGUAGES

English, Tamil, French (A2), Hindi

## VOLUNTEER WORK

- **SAAF India**

Curating parts of the workshop program. Topic: Using behavioral science to nudge human behavior towards keeping their environment clean

## EXTRA-CURRICULAR

- **Electronic Keyboards**

Completed up to Grade 3 of Trinity London Exams

- **Theory of Music**

Completed up to Grade 2 of Trinity London Exams

## SKILLS

- |                         |                      |  |
|-------------------------|----------------------|--|
| • Foundational Research | • Contextual Inquiry | • Research for Inclusive Design                                |
| • Usability Testing     | • Surveys            | • Adobe Creative Cloud (Illustrator, After Effects, Photoshop) |
| • Competitive Research  | • Intercepts         | • Data Analytics (Spreadsheet, SQL, R)                         |
| • Concept Testing       | • Eye-tracking       |  |
| • Diary Studies         | • Card Sort          |  |