

Caroline Nivetha

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Caroline is an experienced Mixed-Methods UX Researcher with expertise across a range of product domains, including search, payments, content, social media, e-commerce, and personal information management. She has contributed to product development through research at various stages and has had the opportunity to establish research practices, teams, and processes as the first researcher for several products.

EXPERIENCE

Microsoft | UX Researcher 2 [March 2022 - August 2023]

- Lead Researcher for Password Management and Autofill experiences
- Pioneered foundational and competitive research as the first researcher on the team, uncovering user needs around personal information management and autofill, which guided product strategy and informed key business decisions.
- Streamlined customer feedback channels, improving the speed and effectiveness of incorporating user insights into the product development cycle.

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

- Spearheaded research efforts as the first researcher for the product, facilitating the transition to India's first Live Commerce platform and collaborating with cross-functional teams to drive product growth and improve functionality.
- Established research processes and resources, contributed to hiring the research team, and mentored junior researchers and interns to foster team development and ensure research excellence.
- Launched initiatives to improve collaboration between design and research teams, experimenting with diverse methods to communicate insights and ensure tangible impact on product development.
- Partnered with legal teams to establish safety protocols and ensure compliance with privacy policies during research activities, safeguarding researcher and user privacy.

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

Teams: International Experience Team - India, Google Pay

- Actively engage with the product teams across the globe 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
- Developed features to improve accommodation for users with varying levels of digital literacy and language proficiency, ensuring accessibility and inclusivity.
- Contributed to the design and research of one of the first monetizing features for the product, driving revenue growth and user engagement.

EDUCATION

- **Tisch, New York University, New York City - (2023-2025)** Interactive Telecommunications Program

School Jobs:

- Mentor, Design Lab, ITP [October 2023 - Present]
- ITP Camp Counsellor [June 2024 - July 2024]
- GA, Creative Computing [September 2024 - December 2024]
- **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

ACHIEVEMENTS

- **STAR award at Microsoft [2022]**
'Be Bold and Exceptional'
- **Short-listed for Sandvik India Gender Awards [2018]**
- **National Conference on Culture, Design and Cognition [2017]**
- **Won awards at Galilee Academy for Electronic Keyboard Exam** conducted by Trinity London

RESEARCH METHODOLOGIES

- Foundational Research
- Usability Testing
- Competitive Research
- Concept Testing
- Diary Studies
- Contextual Inquiry
- Surveys
- Intercepts
- Eye-tracking
- Card Sort
- Web Analytics
- Funnel Analysis

TECHNICAL SKILLS

- Quantitative (Spreadsheet, SQL, R)
- Coding (Arduino, JavaScript)
- Adobe Creative Cloud (Illustrator, After Effects, Photoshop)

PROFESSIONAL COURSES

- Google Data Analytics Professional certificate
- Fundamentals of TinyML

INTERNSHIPS

- **Siemens | UXR Intern [May 2018 - November 2018]**
- **Skript | Research and Design Intern [May 2017 - June 2017]**

LANGUAGES

English, Tamil, French (A2), Hindi