Caroline Nivetha

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Portfolio:
carolinenivetha.com
[Detailed case studies are available upon request]
LinkedIn

UX Researcher with 5+ years leading mixed-method studies at **Microsoft, Google, and Glance**. I uncover the why behind behavior and turn insights into **measurable product outcomes**. Skilled in designing research for complex systems like payments and personal data, and known for building **strong stakeholder partnerships** that shape **product roadmap and growth strategy.**

EXPERIENCE

New York University | Research Resident   **Resident Bio**
AUGUST 2025 - JUNE 2026

- Mentor graduate students in developing rigorous research methods and user-centered project frameworks.
- Researching how shared languages and emerging technologies (including AI) shape digital communication and trust online.

Microsoft | UX Researcher 2   ★ **STAR Award 'Be Bold & Exceptional'**
MARCH 2022 - AUGUST 2023

- Led foundational and competitive research on personal information management, guiding product strategy that increased satisfaction by **+0.6★ and drove 170% YoY growth**.
- Created research frameworks adopted across design and product teams, **improving collaboration and delivery speed**.
- Awarded the STAR Award for "Be Bold & Exceptional" for **driving impact through unconventional research approaches.**

Glance | Senior UX Researcher
FEBRUARY 2021 - MARCH 2022

- Drove research for Roposo (short video social app), identifying sharing motivations that **lifted user engagement by 55% and content consumption by 35% YoY**.
- Partnered with product, content, and growth teams to **translate qualitative findings into monetization and retention strategies**.
- Mentored junior researchers and helped establish internal standards for live/social product research.

Google | UX Researcher (Contract)
JANUARY 2019 - JANUARY 2021

- Led 30+ end-to-end studies for Google Pay and Google Search, **influencing the launch of the first monetizing feature on GPay and UX improvements** in payments, onboarding, and personalization.
- Built and managed the rolling research program for Google Pay, **reducing ad hoc requests by 70% and cycle time by 30%**.
- Collaborated with analytics and recruiting to **streamline data flows and accelerate decision-making.**

EDUCATION

Tisch, New York University, New York City [2023-25]
M.P.S. Interactive Telecommunications (ITP)

National Institute of Design, Bangalore [2016-18]
M.Des. Universal Design

RESEARCH METHODOLOGIES

- Mixed-Methods Research
- Usability Testing
- Concept Validation
- Growth Experiments
- Cross-Functional Collaboration
- Research Strategy
- Quantitative (SQL, R)
- Data-Informed Decision Making
- Collaborative Design and Ideation Workshops

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]

PROFESSIONAL COURSES

Google Data Analytics Professional certificate

LANGUAGES

English, Tamil, French (A2), Hindi