SPANDITA SARMAH

Jersey City, NJ 07302 | +1 (973) 459 – 6446 | spanditasarmah@gmail.com | www.spanditasarmah.com

SUMMARY

Human-Centered UX researcher with 5+ years of experience in constructing quantitative and qualitative research and designing products and concepts that improve accessibility and equitability in technology.

WORK EXPERIENCE

T-Mobile   New York, NY
UX Researcher   May 2022 - Dec 2022, Feb 2024 - Present
- Influenced design, direction, and development decisions to improve the user experience on over 25 features impacting nearly 300,000 customers by conducting surveys, interviews, moderated and unmoderated navigation tests, a diary study, and a card sort.
- Collaborated with the UX leadership team to identify user journeys and created user flows and story maps to identify key customer decisions, building strategies for purchases and brand interactions; expanded these efforts to T-Mobile for Business, enhancing their e-commerce platform and frontline internal products for employees.

Google   New York, NY
UX Researcher, Accessibility   Oct 2023 – Feb 2024
- Conducted, led, and assisted over 20 interviews with users with disabilities and Heuristic Evaluations to gather critical insights, leading to proposed accessibility improvements across Google Ads, Play Store, and Android, which cater to over 1 billion users globally.
- Collaborated with cross-functional teams to recommend accessibility enhancements, contributing to a projected 20% increase in positive user feedback from users with disabilities across Google's core platforms.

The Ability Project, New York University   New York, NY
Lead UX Researcher   Oct 2021 - Apr 2022
- Designed and tested 15 Tactile Maps for improving indoor navigation among individuals with vision impairments, conducting user testing with 20+ participants during an Eyebeam-organized event.
- Guided the UX research team of 9 on a participatory research project, focused on creating accessibility heuristics for AR and VR by conducting moderated and unmoderated usability tests and 20+ interviews with users.

Deloitte   Bangalore, India
Design Analyst/Researcher   Jun 2019 - Jul 2021
- Won the Best Performance Appreciation Award in 3 consecutive quarters for generating a 99.5% user satisfaction score in terms of resolving design challenges by conducting a wide range of quantitative user research studies.
- Led the planning, direction, and execution of moderated usability tests for 12+ product features of 3 finance web apps using SAP Fiori.

PROJECTS

Sensorium AI project with NYU, Arup and Enactlab   New York, NY
Creative and Authentic Expression of Voice | UX Research   Jun 2023 - Jul 2023
- Conducted user interviews with individuals with speech impairments to understand their needs, challenges, and pain points when using augmentative and alternative communication (AAC) devices, informing the design of an expressive vocalization interface.
- Conducted competitive analysis to evaluate various AAC devices, assessing their features, effectiveness, and limitations.

Research with HeartShare Human Services of New York   New York, NY
Accessible Art | UX Research   Sep 2021 - Current
- Directed the design and facilitation of four user studies, comprising participatory workshops and interviews, to develop a framework that empowers art show organizers to collaboratively produce accessible art descriptions with artists with disabilities.
- Performed user research, including tree and usability tests, interviews, and surveys, to enhance accessibility on three websites.

EDUCATION

New York University   New York, NY
Master of Science in Integrated Design and Media, GPA: 3.9/4.0   Expected May 2023
- Coursework: Qualitative and Quantitative User Research, Universal Design, Accessibility, Game Design, Interaction Design, AR, VR

SRM University   Chennai, India
Bachelor of Technology in Software Engineering, GPA: 3.9/4.0   Jul 2014 - May 2018
- Coursework: Web Development, DBMS, Data Structures and Algorithms, Human Computer Interaction, Artificial Intelligence

SKILLS

- **User Research -** Surveys, Usability Testing, Interviews, Diary Studies, Focus Groups, Card Sort, Tree Test, Ethnography, Workshops, Accessibility Research, Participatory Research, Concept Testing
- **Tools** - Adobe Creative Cloud, Figma, Sketch, Miro, User Testing Platforms, Lens Studio, Google Analytics