Aarti Israni

Ann Arbor, MI | aisrani2@gmail.com | 630.362.2912 | www.linkedin.com/in/aartiisrani

SUMMARY

- UX Researcher with **9+ years of experience** conducting **qualitative and mixed-methods research** to inform product and strategy decisions. Expertise in in **trust, safety**, and **community-based design**. Passionate about **responsible AI, digital equity**, and **user-centered innovation**.

SKILLS

- **Research Methods:** Semi-structured interviews, usability testing, observations, surveys (R), co-design sessions, concept evaluation, focus groups
- **Collaboration & Strategy:** Strong experience working cross-functionally with designers, engineers, product managers, and data scientists to drive **impactful insights**

WORK EXPERIENCE

University of Michigan | Postdoctoral Research Fellow — *09/24 - Present, Ann Arbor, MI*

- Led a cross-institutional collaboration (University of Michigan, Notre Dame) to **develop a data-driven framework** addressing systemic food provision challenges
- **Evaluated the economic impact** of a digital skills program supporting 273+ Detroit small businesses, offering insights into workforce development and digital inclusion.
- Mentor undergraduate and graduate researchers in **UX methodologies and research best practices**

University of Michigan Graduate Research Assistant — *09/18-06/24, Ann Arbor, MI*

- Designed and executed **six research projects,** leading to **four peer-reviewed publication**s and multiple conference presentations
- Led **qualitative and survey-based research** examining how **100 + low-income entrepreneurs** use digital platforms to access resources, providing strategic recommendations for platform development

Meta | User Experience Research Intern

- **Privacy** — *05/23-08/23, Menlo Park, CA*
  - Led privacy-focused **concept testing** across global markets (U.K. and India) **to identify strategic opportunities** for data transparency
  - Delivered **strategic recommendations** shaping product development and responsible AI practices
- **Community Products Group** — *05/21-08/21, Remote*
  - Led **foundational research (concept testing, literature review)** on online reputation systems
  - Influenced Facebook Groups & Feed product decisions by presenting key insights and working collaboratively with **cross-functional teams**
- **Social Impact** — *05/20-08/20, Remote*
  - **Led evaluative research (usability testing, card sorting)** to improve group admin workflows

Fuzzy Math | User Experience Consultant — *08/16 –10/17, Chicago, IL*

- Led **user research across industries** (insurance, health) to enhance product usability and engagement
- **Established internal research best practices** to improve UX strtaegy

Allstate Quantitative Research & Analytics | Associate Manager & Team Lead of Data Stewards — *05/13 - 03/15, Northbrook, IL*

- Managed and mentored a team of **4 data analysts**, overseeing Agile adoption and training programs
- Led **data governance and UX research** to enhance six internal analytics platforms

EDUCATION

University of Michigan School of Information, PhD in Information — *June 2024, Ann Arbor, MI*

Dissertation: Examined how **online communities and socio-technical interventions** support **aspiring entrepreneurs in financially constrained communities**.

DePaul University, MS: Human-Computer Interaction, *with distinction* — *June 2016, Chicago, IL*

University of Illinois at Urbana-Champaign, BS: General Engineering, Human-Computer Interaction — *Dec 2010, Urbana, IL*