

SUCHISMITA NAIK

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SUMMARY

Doctoral candidate in HCI/UX at Purdue University with over 8 years of professional experience in UX research and product design research. My expertise spans UX, qualitative research, communication studies, information design, and engineering. Currently, I am focusing on exploring how online communities form and thrive through computer/technology-mediated communication on socio-technical platforms.

TECHNICAL SKILLS

Qualitative Method and Analysis Tools: Interviews, Focus groups, Diary studies, Digital Ethnography, Field Research, Usability testing, Observations, Content analysis, Thematic analysis, NVivo, Dovetail, Arts-based methods, Phenomenology, Case-study, Grounded theory
Quantitative Method and Research Tools: Surveys, Questionnaire design, Qualtrics, SPSS, Python, SQL, Data cleaning, manipulation & visualization tools, MS Excel, Sentiment analysis, Linguistic Inquiry & Word Count (LIWC)
Design Research Methods and Tools: Problem framing, Persona building, Empathy /Affinity / Stakeholder mapping, User journey map, Service design, Information architecture, Task flow diagram, Cognitive task analysis, Prototyping, Storyboarding, Wire-framing, Adobe creative suite, Figma, Processing, Invision, Tableau

EDUCATION

Doctor of Philosophy: Technology and HCI (UX) | Purdue University, West Lafayette, IN 08/2021 - 05/2025
Master of Design: Information Design | National Institute of Design, India 07/2014 - 11/2016
Bachelor of Engineering and Master of Science: Electronics and Mathematics | BITS Pilani, India 07/2008 - 07/2013

PROFESSIONAL EXPERIENCE

UX Researcher | C-CI Lab, Purdue University 08/2021 - Present

- Designed and conducted a pilot study of the AI-powered chatbot, to strengthen online community connections, customizing bot interactions to boost engagement on pivotal topics within four targeted departmental Slack channels.
- Successfully recruited and engaged 20 participants for usability testing, enhancing the credibility using Wizard of Oz bot testing.
- Partnered with MatchBox, co-working space, for research to align stakeholder visions with community-building efforts.
- Increased user participation by implementing strategic email campaigns for six weeks and provided stakeholders with actionable insights, facilitating the application of research findings to spur community growth.
- Embraced both independent research and teamwork, employing mixed methods to gain comprehensive insights in collaboration with the research team from other labs at Purdue and UCSC.

Research Fellow | Graduate School, Purdue University 08/2021 - Present

- Designed, planned, and executed user/product research, combining qualitative and quantitative methods to derive actionable insights.
- Conducted diary studies, surveys, and digital ethnography across three major platforms of Discord, Twitter, and Reddit.
- Executed semi-structured user interviews with ten participants via Zoom to gauge user sentiments.
- Designed and administered surveys using Qualtrics and Google forms, ensuring high-quality data collection and analysis.
- Utilized Python to extract data from Reddit APIs, crafting meaningful visualizations and enhancing research impact analysis through computational tools such as LIWC.
- Employed advanced MS Excel techniques, including filters and conditional formatting, for meticulous data cleaning and management.
- Performed data analysis using SPSS and analyzed qualitative data with NVivo and Dovetail, employing thematic analysis to clarify research findings and communicating the insights to the stakeholders using Arts-based methods that caters to wider audience.

Lead Information Designer | Gramener 01/2020 - 08/2021

- Directed user research projects, combining qualitative interviews and contextual inquiries with in-person usability testing on data visualization dashboards to generate actionable insights.
- Transformed complex data into user-friendly dashboards using strategic information design, significantly improving user comprehension of visual information.
- Mentored junior designers to cultivate a collaborative atmosphere, and organized a design repository to standardize design practices and enhance teamwork among remote designers.

Senior Research Scientist | Conduent Labs (erstwhile Xerox Research Center) 08/2018 - 09/2019

- Led design innovation, defined vision for two products, enhancing user engagement and developed patented Mixed Reality collaboration and analytics methods.
- Designed a patented framework to quantify interactions in mixed reality environments, contributing to product features.
- Worked closely with cross-functional teams to align product solutions with Agile methodologies, ensuring efficient and fast delivery.

Interaction Designer/Researcher | 1mg Technologies Pvt. Ltd. 08/2017 - 08/2018

- Conducted user research to deepen product understanding and data-driven analysis, transforming insights into user-centric features that elevated usability and improved overall user experiences.
- Facilitated workshops for innovation in interactions and streamlining task flows through collaboration with product managers, while delivering versatile UI designs across Web desktop, mobile technologies (Android & iOS), and mobile web platforms.
- Collaborated with cross-functional team including in-house medical professionals to validate design accuracy and engaged with developers to address potential challenges in design implementation.

PATENTS / AWARDS

Andrews Fellowship Award: Received full-funding from Purdue University's graduate school for my Ph.D. studies 08/2021
US20210217312: System & Interaction Methods to Enable Immersive Navigation for Enforcement Routing 07/2019
US20210225364: Method and System for Speech Effectiveness Evaluation and Enhancement 06/2019
Honorable Mention for Best Poster: Naik, S. (2017, June). Visualization of the Forever 27 Club. In EuroVis (Posters) 04/2017