

Pooja Dhaka

User Experience Researcher

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WORK EXPERIENCE

SkipTheDishes, Senior UX Researcher

Winnipeg, Canada · April 2021 - present

Online food delivery marketplace; part of Just Eat Takeaway.com

- Leading research to enhance the experience of our courier product, globally.
- working closely with core stakeholders to translate insights into product and design strategy.

Flipkart, User Experience Researcher II

Bangalore, India · Jan 20 - Mar '21

E-commerce company with over 100M customers; acquired by Walmart

- Led research for User Engagement & Acquisition domain and Voice user interface (VUI) experience.
- Fostered cross-functional team alignment by UX Research informing product strategies for launching new categories.
- Delivered actionable insights that led to a 3% increase in user engagement.

Flipkart, User Experience Researcher I

Bangalore, India · Jan '18 - Dec '19

- Spearheaded research for the e-commerce Grocery category and discovered ways to enhance the experience, which increased the conversion by 1.2%.
- Led research for shaping the VUI experience. Informed product and design strategy through impactful research to successfully launch new voice-based shopping in e-commerce.

Flipkart, Product Designer & Researcher

Bangalore, India · Feb '17 - Dec '17

- Identified opportunities through research in post-purchase experience and designed to reduce users' apprehension.
- Designed Help Centre (HC) which led to self-serve channels' adoption by 30% and increased HC effectiveness by 2%.

Times Internet Ltd., UX Designer

Delhi NCR, India · Jul '16 - Jan '17

PUBLICATIONS

- India HCI 2015 (ACM Library) - CoinBeam: A tangible interface to teach money concepts to intellectually challenged children.
- OzCHI 2015 (Digital Proceedings) - Memoirs: Reliving memories with loved ones.

EDUCATION

IIT Guwahati | B. Design

Jul '12 - Jun '16 · India

AWARDS

- Team Innovation award 2020 for launching the multimodal interface at Flipkart.
- Power performer Award 2017 awarded for expeditiously designing experiences at Flipkart.
- Second position in OzCHI 2015, International Student Design Competition in Melbourne, Australia.
- Best Student Paper award in IHCI 2015, International Conference on HCI.

SPEAKING ENGAGEMENT

Co-presented case study in UXINDIA Conference 2019, Hyderabad on 'Building conversational experiences in e-commerce'.

SKILLS

Contextual Inquiry, Diary Study, Semi-structured Interviews, Participatory Research, Focus Group, Journey Mapping, Design Evaluation, Persona Building, Surveys, Task Analysis, Workshop Facilitation, Wireframes, Information Architecture Design, Rapid prototyping

TOOLS

User testing, Figma, Sketch, Miro, Adobe Creative Suite