

# Niharika Mathur

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## Experience

### Graduate Research Assistant | Georgia Tech

August 2020 - Present

RA in the Everyday Computing Lab with Dr. Beth Mynatt working on qualitative interviews and usability testing of COVID testing kits across the state of Georgia.

### UX Intern | Georgia Tech Office of Information Technology

May - July 2020 (Remote Internship)

Implemented design research on multiple Georgia Tech websites.

Conducted user research with incoming freshmen and generated design concepts on the Week of Welcome website for new undergraduate students.

### UX Research Intern | eBay Inc. (offer rescinded due to COVID)

Summer 2020 - StubHub Offer

### UX Research Intern | Tika Data Services

May - July 2018

Implemented design research concepts (Fitts' Law) to design wireframes for an internal machine learning tool.

Conducted user research with tech-illiterate users in remote villages of India and developed actionable design recommendations based on user feedback.

## Projects

### UX Researcher | Mild Cognitive Impairment (Master's Project)

August 2020 - present (Remote Project)

Conducting qualitative research in the form of remote Focus Groups, Interviews and Co-design sessions with dyads of older adults with MCI and their care-partners to understand the role of Conversational Agents such as the Google Home in supporting medication adherence.

### Graduate Researcher | Everyday Computing Lab

August 2020 - present (Remote Project)

Working with Dr. Beth Mynatt and Dr. Andrea Parker on the qualitative interviewing and usability testing of COVID testing kits in Georgia.

Analyzing literature assessment of health disparities particularly in diabetes care and management during COVID.

### UX Research Lead | Focus Brands

August - December 2019

Conducted research using a triangulated approach by combining competitive analysis, semi-structured interviews and surveys to understand current user experiences and identify pain points leading to high cart abandonment on the Jamba mobile app. The project led to an overall **53%** increase on the System Usability Scale (SUS) from the existing design.

### UX Researcher & Designer | The dPod

August - December 2019

Conducted contextual inquiry to identify current user journey and pain points of food delivery bikers during their communication with customers.

Designed and prototyped a working circular interface to improve the bikers' experience.

## Education

### Georgia Institute of Technology

Atlanta, GA. 2019 - 2021 (expected)

M.S. Human - Computer Interaction, 3.8/4

### Vellore Institute of Technology

Vellore, TN. 2015 - 2019

B.Tech Computer Science, 8.9/10

## Skills

### Research

Interviews

Remote Usability

Testing

Survey Design

Contextual Inquiry

Heuristic Evaluation

Focus Groups

Participatory Design

Affinity Mapping

Inferential Statistics

Ethnographic Studies

Task Analysis

### Design

Sketching

Wireframing

Adobe XD

Adobe InDesign

Sketch

Figma

### Languages

HTML

CSS

PHP

JavaScript

Python

C

C++

R Studio