

Riya Sinha

UX Research & Design . Human Factors . Design Strategy

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EDUCATION

UT Austin, *MS Information Studies, specialization in HCI, UX Research*

Grade: 4.0 / 4.0

Course Work: Quantifying UX, UX Hardware Research, Usability, Accessible UX, UX Prototyping, Design Thinking, Responsible AI, Information Architecture

Aug 2022 – May 2024
Austin, TX, United States

IIIT Delhi, *BTech Computer Science Engineering*

Grade: 3.3/4.0

Aug 2016 – Jul 2020
New Delhi, India

COMPETENCIES

UX Methods — Usability studies, Surveys, Interviews, A/B testing, Heuristic Evaluation, Cognitive Walkthrough, Affinity Mapping, Data Analysis, Recruiting, Ethnography, Contextual Inquiry, Quantitative Research (ANOVA, t-tests, data analysis), User Persona, Journey Mapping, Wireframing, Prototyping, Card Sorting, Accessible Design, Storyboarding, Interaction Design

UX Tools — Qualtrics, UserTesting.com, Excel, R, WCAG 2.1, Figma, Invision, Sketch, Adobe Creative Cloud, FigJam, Miro

Others — Java, Python, HTML/CSS, SQL, R Studio, Javascript, ANDI, WAVE, Unity3D, Jira, Sharepoint, MS O365

PROFESSIONAL EXPERIENCE

athenahealth, *UX Research intern (Capstone Project)*

- Worked on the Patient Health Data Portal, understanding patient needs and expectations for health data ownership and exchange.
- Carried out exploratory research by conducting UX audit, competitor analysis, and surveys (60~) to understand gaps in the patient portal.
- Created 3 redesigns of the current feature and conducted usability testing to gather user preferences and deeper insights.

Jan 2024 – May 2024
Austin, TX, United States

iSchool, UT Austin, *UX Research Associate*

- Understanding how content creators value their content and when they find web scraping and reuse acceptable, unacceptable, or negotiable.
- Assisted in Qualtrics survey creation, conducted pilot studies, and quantitatively analyzed data for 470+ participants.
- Accepted to CSCW 2024, under review at CSCW 2025.

Aug 2023 – present
Austin, TX, United States

IPD Lab, *Graduate Research Assistant - Developer*

- Designed and developed an auto-applier application using Python and Selenium to help rehabilitate 8 ex-combatants.

Jan 2023 – Aug 2023
Austin, TX, United States

Radical X, *UX Intern*

- Defined persona, character definition, Tone of Voice guidelines, error handling, and contingency designs.
- Conducted competitor analysis across 6 direct and 9 indirect competitors.
- Created 5-tasks-based Usability Study Plan for testing the BETA version.

Jun 2023 – Aug 2023
Remote, United States

HSBC, *Sr. Analyst*

- Created, managed and maintained a portfolio kanban board on Jira for the DevSecOps program.
- Mapped user journeys and user stories for pilot groups.
- Redesigned and developed the FOSS request workflow on Sharepoint for the program.

Sep 2020 – Jun 2022
Pune, India

CERTIFICATES

IBM Design Thinking Practitioner [🔗](#) (by IBM), **Professional Scrum Master I (PSM I)** [🔗](#) (by Scrum.org)

PUBLICATIONS

From Mild to Wild: Reimagining Friendships and Romance in the Time of Pandemic Using Design Fiction, *Designing Interactive Systems Conference 2021* [🔗](#)

Jun 2021