

Roma Patadia

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PROFESSIONAL SUMMARY

Experienced User Experience (UX) Researcher with 1+ years of hands-on experience in planning and executing user research to drive product development. Proven track record of using a variety of research methods to deliver actionable insights in projects with Deloitte and Pattern Sphere Project. Passionate about human-centred design, collaboration across cross-functional teams, and leveraging AI-based tools to enhance research outcomes.

PROFESSIONAL EXPERIENCE

Public Shere Project | [User Researcher](#)

Oct 2024 – Feb 2025

- Led planning and execution of **usability studies** and **user interviews** to understand jobs-to-be-done and volunteer journey pain points to develop volunteer dashboard, leading to a 15% increase in retention rate.
- Partnered with designers, and developers to translate research findings into actionable insights, directly impacting volunteer on-boarding and resource management dashboard design.
- Utilized **AI-powered tools** including Fathom for note-taking and summarizing user interviews, Atlas.ti for sentiment analysis, and ChatGPT for script creation and initial brainstorming.

Navigating Generative AI Disruption (Capstone) | [User Researcher & Strategist](#)

Jan 2024 - Mar 2024

- **Led** an independent research project using mixed methods (66 surveys, 12 interviews, 5 cultural probes, and 2 contextual inquiries) to assess AI's impact on artists' creative journey.
- **Analysed** data using Miro and Atlas.ti to extract actionable insights, directly informing and enhancing product design decisions.
- **Created** visually appealing slide decks and **presented** findings to stakeholders, effectively communicating key insights.

Deloitte | [User Researcher](#)

Sep 2023 - Nov 2023

- Produced a comprehensive **20-page research report**, including customer segmentation, demographics, literature review, and heuristic evaluation, to communicate key problem areas to stakeholders.
- **Recruited** 8 participants for semi-structured user interviews and co-creation workshops to identify user needs and gaps in existing user journeys.
- Worked closely with product and design teams to incorporate user feedback into product design.

EDUCATION

[Master of Arts in Design Management](#)

Sep 2022 - Mar 2024

School of Business Innovation, Savannah College of Art and Design, United States

[Bachelors in Interior Design](#)

Jun 2014 - May 2019

Faculty of Design, CEPT University, India

RESEARCH SKILLS

Research Methods - Contextual Research, User Interview, Survey, Cultural Probe, Card Sorting, Data Analysis, User Persona, User Journey, Prototyping, Usability Testing, Competitor Analysis

Research Tools - Miro Board, Figma, Atlas.ti, Otter.ai, Fathom, Descript, Survey Monkey, Type form, Google Form

AI-Powered Tools - Miro Board, Figma, Fathom, Atlas.ti, Airtable, ChatGPT

Soft Skills - Cross-Functional Collaboration, Quick Learner, Stakeholder Engagement, Effective Communication

CERTIFICATION

IBM Enterprise Design Thinking - Team Essentials for AI

Jul 2024

Lextant Research and Insight Translation

Mar 2023

SCAD Amplify Eighteen-module workshop series for professional presentation & communication

Nov 2023