

SNEHAL KHATAVKAR

User researcher | Service designer

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SUMMARY

User researcher with 3 years experience in qualitative and quantitative research methods for enhancing digital products and services. Proficient in creating research strategies, synthesizing insights, aligning user needs with strategic business goals. Adept at facilitating design thinking workshops, collaborating with cross-functional in iterative environments.

PROFESSIONAL EXPERIENCE

User researcher – Panorama Innovation LLC

Chicago | Sep 2024 – Present

- Lead end-to-end research processes, concept development, and project management for private and public sector clients.
- Applied UX research frameworks to launch 3 new features for a preschool payment platform with 1000 users to make it self-serviceable and eliminate customer complaints by 100%.
- Analyzed a transit membership pilot using user journey maps, interviews, and service blueprints. Created a communication piece for the pilot program to be used as a replicable framework for other cities to implement.

UX researcher – Happy Pillar

Chicago | Sep 2023 – Dec 2023

- Collaborate cross-functionally with product, design, and business teams to inform a 5 yr strategic roadmap for an AI-powered healthcare product to shift from B2C to B2B models by using design thinking principles for business growth.
- Discovered 3 new customer segments through market research and competitive analysis expanding product offerings.
- Identified 4 key partnership channels through stakeholder interviews and ecosystem mapping diversifying service delivery.

Design researcher - United Airlines

Chicago | Aug 2023 – Dec 2023

- Led user research to shape a fatigue management system, aligning 3 stakeholder groups to prioritize fatigue management.
- Created interview guides and executed SME interviews, ethnographic observations, identifying new opportunity areas.
- Benchmarked industry standards through 6 case studies, and analyzed trends to ensure alignment with emerging needs.
- Synthesized findings into actionable design principles, informing 7 innovative design concept recommendations.
- Delivered insights reports, case studies, and presentations, building a research repository for ongoing projects.

Service designer - Uchicago Medicine

Chicago | Jan 2023 – May 2023

- Led service design initiative to enhance patient and staff experience, boosting digital form submission rates.
- Planned and conducted interviews, contextual inquiries, surveys, A/B testing identified key insights about user needs, user engagement, existing marketing communication, and technology requirements.
- Developed 3 service blueprints and 2 journey maps using Miro and Figma to align patients, staff, and doctors on current and future user experiences, fostering stakeholder alignment.

Design researcher – Solutions Journalism Network

Chicago | Aug 2022 – Dec 2022

- Co-led design research through discovery and synthesis. Tested insights and hypotheses in a co-design workshop with 14 stakeholders, including journalists, community leaders, media advocates, urban planners, to collaboratively develop concepts and prototypes, resulting in a 33% implementation rate of proposed solutions.

Architect – Shoonya Collaborative

India | Feb 2021 – May 2022

- Developed a database of construction waste materials to guide sustainable material choices across the organization.

Project Associate – Barrier-free design studio

India | Apr 2020 – Jan 2021

- Influenced adoption of new accessibility standards across 200 public buildings in 7 cities by conducting ethnographic research and recommending design changes in infrastructure, wayfinding, and assistive technologies.

EDUCATION

Master's in Design (Human computer interaction) – Illinois tech's Institute of design, Chicago

Aug 2022 – May 2024

Bachelors in Architecture – University of Pune, India

Jul 2015 – Apr 2020

SKILLS + TOOLS

Qualitative research: User Interviews, Field visits, Ethnographic surveys, Usability Testing, Diary Studies, Focus Groups, Heuristic Evaluation, Card Sorting, Tree Testing, Service Safaris | **Quantitative research:** A/B Testing, Surveys

Design: User journey maps, visual communication, personas, JourneyMaps, Storyboards, User Flow Modeling, Task Analysis, Service Blueprints | **Tools:** DScout, UserInterviews, User Zoom, UserTesting, Dovetail, Adobe Indesign, Adobe Illustrator, Miro, Powerpoint, Microsoft office, Mural, Figma, Autocad, Sketchup, Photoshop