

Pooja Adur

UX Researcher and Designer

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Professional Experience

User Experience Researcher

Kronos Incorporated

October 2019- Present

- Lead Researcher on a quantitative study of WorkForce Ready's Scheduler Module. Manage all stakeholder interaction, design within-subject A/B testing and surveys, synthesized data, and present final report with metrics and insights to stakeholders.
- Conduct in-person, remote, and guerilla usability tests to evaluate the usability of Kronos WorkForce Ready's Performance Management module prototype.
- Recruit, screen, and schedule participants matching target user populations using userinterviews.com and local events for persona development and usability testing.
- Synthesize, triangulate, report, and track data collected through different research methods to identify reoccurring themes.
- Develop user journey maps to identify areas of user frustration and delight.
- Facilitate data collected through research studies into the product development lifecycle.
- Plan, design, and conduct UX research studies using a variety of qualitative and quantitative research methods, including ethnographic studies, user interviews, contextual inquiry, usability testing, within-subject A/B testing, and survey design.
- Translate research insights into actionable product takeaways and presented them to stakeholders.

User Experience (UX) Research Intern

Kronos Incorporated

June 2019- September 2019

- Created screener questionnaires to recruit participants matching target user populations.
- Conducted in-person and remote user interviews for persona development.
- Developed numerous personas that were implemented throughout the company.
- Presented personas to 80 Kronos employees.
- Established research best practices/processes for internal adoption.
- Mentored undergraduate intern.

Talent Recruiting Specialist

Randstad Technologies USA

November 2015- June 2018

Territory Sales Manager

Altria Group Inc.

August 2012-October 2015

- Collected and analyzed business and behavioral trends to construct recommendations on issues faced by the company.

Education

MS in Human Factors in

Information Design, 3.76 GPA

Bentley University, May 2020

BA in Anthropology

Rutgers University, May 2013

Skills

Research Methods: Contextual Inquiry, Observations, Interviews, Affinity Diagrams, Persona development, Journey Maps, Design Thinking, Survey Design, Card Sorting, Tree Testing, Stakeholder Analysis, Usability Testing, Heuristic Evaluations, A/B testing (within-subject)

Design Methods: Sketches, Wireframes, Prototyping

Tools: Zoom, Qualtrics, Mural, UserFlow, InVision, UXPin, Userinterviews.com, SurveyMonkey, Optimal Workshop, Tableau, SPSS, R Studio

Client Projects

CompuMark/Clarivate Analytics

- Utilized contextual inquiry to understand analyst's behavior, attitude, expectations, pain points, and work practices to help improve CompuMark's propriety software.

PrismHR

- Conducted a heuristic evaluation and usability tests to identify usability issues to inform a new iteration of the SuperBatch software.