

## Pooja Adur, MS

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### Professional Experience

#### **User Experience Researcher**

Bristol-Myers Squibb

July 2020- Present

- Championing comprehensive Accessibility Reviews of REMS portals against the WCAG 2.1 Level AA standards and presenting solutions to leadership and development teams. Resulting in the portal's successful redevelopment in full compliance with Canadian Web Accessibility laws.
- Leading a cross-functional team of researchers, third-party designers, and product managers in the creation of a user-centric design for a new medical portal. Orchestrating iterative unmoderated usability tests and delivering actionable insights and targeted recommendations, leading to successful launch of optimized MVP.
- Integrating Lean UX processes into Agile Sprint Framework and mentoring teams on how to use formative evaluations to enhance interface usability and decision-making prior to development.
- Spearheading an analysis of the 'customer and account engagement processes' across 3 international markets, triangulating actionable strategies from user interviews and surveys to enhance user experiences and operational efficiency.
- Optimizing internal and external processes across 5 international markets for medical, sales, and brand teams.
- Conducting heuristic evaluations on REMS Prescriber Portals, aligning recommendations with cognitive psychology principles for scientifically grounded enhancements.

#### **User Experience Researcher**

Kronos Incorporated

October 2019- July 2020

- Lead a quantitative study of WorkForce Ready's Scheduler Module. Oversaw all stakeholder interaction, designed A/B tests and surveys, and presented final report with metrics and insights.
- Conducted remote/on-site guerilla usability tests to evaluate the Performance Management prototype.
- Managed participant recruitment, screening, and scheduling for numerous research engagements.
- Orchestrated diverse UX research studies using both qualitative and quantitative methods, triangulated data to reveal recurring themes and translated insights into actionable product takeaways for stakeholder presentations.
- Developed user journey maps to identify areas of user frustration and delight.

#### **User Experience (UX) Research Intern**

Kronos Incorporated

June 2019- September 2019

- Led in-person and remote user interviews for persona development, synthesizing them for company-wide implementation.
- Optimized research processes for internal adoption and mentored undergraduate interns.

### Client Projects

#### **CompuMark/Clarivate Analytics, Boston MA**

September 2018- January 2019

- Employed contextual inquiry to understand analyst's behavior, pain points, and work practices to enhance CompuMark's propriety software.

#### **PrismHR, Hopkinton MA**

September 2018- January 2019

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

### Skills

- **Research & Design Methods:** Accessibility Reviews, Lean UX, 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), Sketches, Wireframes, Prototyping
- **Tools:** NVDA screen reader, AXE Plugin, Zoom, Qualtrics, Mural, Usertesting/UserZoom, UserFlow, InVision, UXPin, Userinterviews.com, SurveyMonkey, Optimal Workshop, Tableau, SPSS, R Studio

### Education

Bentley University McCallum Graduate School of Business, Waltham, MA

2020

**Master of Science in Human Factors in Information Design,**

Rutgers University, New Brunswick, NJ

2013

**Bachelor of Arts in Anthropology**