

# SONAM SINGH

I am a **mixed methods researcher** passionate about delivering actionable insights to bridge the gap between products and users. I introduce delight into the product development process through the lens of accessibility.

Incoming UX Researcher at Zillow, Summer 2021

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## EXPERIENCE

### UX RESEARCH INTERN

#### Zillow Group, June-Aug 2020

- Worked with the Search, Evaluate, and Connect team on the following projects:
  - 3D Home: Discoverability, Comprehension, and Perceived Value
  - IMX mWeb Prototype Evaluation
  - Measuring Experience Outcomes (XOs)
  - New Construction Map Dots/Clusters
  - Zandyman (Zillow Hackweek 21)

### UX RESEARCHER AND DESIGNER

#### Center for 21st Century Universities, Georgia Tech, Jan 2020-Present

- Collaborating with MIT-led Digital Credentials Consortium to design a trusted, distributed, and shared infrastructure that provides viable standards for issuing, storing, displaying, and verifying digital academic credentials
- Conducted exploratory research via interviews and competitive analysis to prioritize the service offerings by the GT atrium, a flexible and modular space for GT students, alumni, MOOC learners, continuing education learners, K-12 teachers and students, and the community at large

### UX RESEARCHER

#### GTRI (Georgia Tech Research Institute), Jan 2020-May 2020

- Collaborated with NAMI-GA to design a mental health resources mobile app for first responders to complement the organization's web services
- Conducted a literature review on mhealth apps, planning a focus group discussion, and writing the report
- The paper was published in EAI Pervasive Health Conference, 2020.

### GRADUATE RESEARCHER

#### Cognitive Psychology Lab, University of Delhi, April 2018-July 2019

- Assessed different aspects of cognitive functioning (decision-making, problem-solving, verbal ability, attention, memory, language) of middle school students using the Das-Naglieri Cognitive Assessment System (CAS)
- Developed and designed a psychosocial intervention plan for students with information processing difficulties

## SELECT PROJECTS

### Emotional Design of a 3D space using AR in the Georgia Aquarium, Aug-Dec 2019

- Triangulated quantitative and qualitative research (competitive analysis, observation, surveys, contextual inquiry, elicitation methods) to understand visitors' perceptions of exhibits
- Generated insights through affinity mapping and content analysis for storytelling and utilized insights to ideate design solutions with a team of designers
- Validated design ideas through evaluative research
- Impact:** The research findings and design recommendations are being incorporated in the designing of the shark exhibit of the Georgia Aquarium

### Waggle: App Design for finding On-campus Jobs, Aug-Dec 2019

- Conducted generative research (interviews, surveys) to understand how students look for on-campus assistantships and their needs and wants associated with the process
- Ideated solutions with the team and validated the ideas by evaluative testing
- Impact:** Waggle helps students find assistantships more easily by better finding matches through opportunities, skills, and interests, done by understanding their frustrations

## EDUCATION

### Georgia Institute of Technology, US

MS Human-Computer Interaction, 2019-2021

### University of Delhi, India

MA Psychology, 2017-2019

BA (Honors) Psychology, 2014-2017

## SKILLS AND TOOLKIT

### QUALITATIVE RESEARCH

Contextual Inquiry  
Interview  
Survey  
Focus Group  
Participatory Design  
Diary studies  
Cognitive Walkthrough  
Think Aloud Sessions  
Usability Testing  
Benchmark Testing  
Heuristic Evaluation

### ANALYSIS

Affinity Mapping  
Competitive Analysis  
Grounded Theory  
Thematic Analysis  
Descriptive Statistics  
Inferential Statistics

### STORYTELLING

Experience Outcomes  
Personas  
Storyboards  
Journey Maps  
Jobs-to-be-done  
Empathy Map

### QUANTITATIVE RESEARCH

Experimental Design  
Participatory Design  
Intercept/Email Surveys  
Heuristic Evaluation  
Task-based Analysis  
Card sorting  
A/B Testing  
Clickstream Analysis

### DESIGN

Sketching  
Wireframes  
Prototyping

### TOOLKIT

R  
SPSS  
UserTesting.com  
Qualtrics  
Sketch  
Adobe Suite  
HTML/CSS

## PUBLICATIONS

Hawbam, S., & Singh, S. (2018). Impostor Phenomenon: Gender Differences and the Role of Family Environment. *Research Journal of Social Science and Management*, 8, 1-8

Jain, S., Singh, N., Singh, S., Sharma, S., Dhillon, M.K., & Chaudhary, M. (2016). *Gain Resilience to Overcome Stress: Family Relationships and Roles*. Paper presented at the International Conference on Public Health: Issues, Challenges, Opportunities, Prevention, Awareness (Public Health: 2016), Delhi.