

ROMA PATADIA

UX RESEARCHER

www.romapatadia.com

CONTACT

+1(912)441-4210

roma.patadia@gmail.com

www.linkedin.com/in/roma-patadia/

EDUCATION

Masters, Design Management

Savannah College of Art and Design, USA

Sep 2022 - Mar 2024

Bachelors, Interior Design

CEPT University, India

Jun 2014 - May 2019

SKILLS

User Interview

Focus Group

Contextual Inquiry

Usability Testing

Card Sorting

Survey

Data Analysis

Wireframing

Web Analytics

Heatmap analysis

Competitive Analysis

Market Research

SEO

CERTIFICATION

User Research 101

User Interviews, Inc.

May 2025

Enterprise Design Thinking

IBM

Jul 2024

Design Research and Insight Translation

Lextant

Mar 2023

Professional Presentation

SCAD Amplify

Nov 2023

UX Researcher with practical experience in planning and conducting generative and evaluative studies to guide product development. Applied a balance of qualitative & quantitative methods to uncover user needs to support design decisions. Contributed to outcomes in projects with Deloitte, Susie King Taylor School, & Pattern Sphere Project.

WORK EXPERIENCE

Deloitte x SCADpro, GA, USA | UX Researcher

Sep 2023 - Nov 2023

- Shaped primary research strategy by presenting desk research insights, including demographic and psychographic segmentation and heuristic evaluation results.
- Translated research insights into actionable design solutions through “How Might We” ideation workshop with product design team.
- Drove 20% increase in qualified customer funnel entry via revamped catalogue and website design.

Public Sphere Project, WA, USA | UX Researcher

Oct 2024 - Mar 2025

- Boosted volunteer retention by 15% by streamlining onboarding and collaboration through web portal design.
- Identified volunteers' goals, responsibilities, needs and challenges via interviews and usability tests followed by coding and data analysis
- Developed a long-term volunteer engagement strategy by designing future state service blueprint.

Susie King Taylor K-8 School, GA, USA | UX Researcher

Jan 2023 - Mar 2023

- Diagnosed systemic issues causing low stakeholder participation through qualitative research methods including focus groups, user interviews and observational research.
- Defined project scope by facilitating data synthesis session with the client using dot voting and impact-effort matrix.
- Delivered implementation-ready toolkit designed for use in client meetings and strategic discussions to increase stakeholder engagement.

TOOLS

Miro Board, Figma, Adobe Suite, Microsoft Office, Hotjar, Web Analytics

PUBLICATION

DMI: ADMC 2024 (TU Delft University, Amsterdam)

Aug 2023

Beyond Design Thinking: A Holistic Thinking Approach for Product Innovation