Aswati Panicker

PhD Candidate and User Experience Researcher

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EXPERIENCE

Indiana University | Research Assistant and Instructor of Record
May 2020 – Present | Bloomington, IN

- PhD dissertation research examines technology-mediated food interactions in long-distance family contexts.
- Conducting research using HCI and UX methods such as semi-structured interviews, co-design sessions, diary studies, scenario-based probe studies, and field evaluations.
- Published research in top-tier venues like ACM CHI and ACM CSCW.
- Teaching a core and required undergraduate class of 48 on the basics of user-centered design.

CSBS | User Experience Intern
Jun 2024 – Jul 2024 | Washington, DC

- Led the user experience initiative to understand the pain points of Mortgage Loan Originators (MLOs) using NMLS, the official nationwide system for licensure.
- Established a formal UX research process for the team, including protocol development and participant recruitment.
- Conducted interviews, synthesized design insights, developed user journey maps, and presented to stakeholders.
- Additionally, participated in a podcast and created a company culture video with the summer intern cohort.

Meta | UX Researcher Intern
Jun 2022 – Aug 2022 | Menlo Park, CA

- Extended research findings from previous internship at Meta and designed new usability studies to test the updated system design.
- Collaborated closely with cross-sectional partners such as Product Designers, Content Designers, Marketing, and Product Leads.
- Conducted an in-depth literature review of business onboarding experiences to advance strategy and decision-making.
- Assisted with content writing of internal UX research review policies.

Facebook | UX Researcher Intern
Jun 2021 – Aug 2021 | Remote Internship

- Created a usability study plan through literature review and interviews with cross-functional partners.
- Prepared all supplementary material (screening surveys, research stimuli, discussion guides, etc.) and executed the study.
- Qualitatively coded research data into themes, participated in design workshops, and presented recommendations that were eventually integrated into Facebook Ads Manager.

Cabot Technology Solutions | Business Analyst
Aug 2016 – Jun 2018 | Kerala, India

- Created technical specifications for enterprise web and mobile applications by consulting with clients to understand product needs.
- Collaborated with stakeholders to develop artifacts such as wireframes, business proposals, and presentations within the Agile framework.
- Conducted market research, analyzed sales metrics, and performed competitive analysis to inform company and business strategy.

EDUCATION

Indiana University Bloomington
Ph.D. in Informatics, Human-Computer Interaction and Design track
May 2025 (expected)

Indiana University Bloomington
M.S. in Human-Computer Interaction and Design
May 2020

Mumbai University
B.E. in Instrumentation Engineering
May 2016

RESEARCH METHODS

Interviews
Contextual Inquiry
Diary Studies
Card Sorting
Surveys
Co-design
Probes
Thematic Analysis
Journey Maps
Usability Testing
A/B Testing

DESIGN METHODS

Wireframing
Prototyping
Workshops
User Personas
Heuristic Evaluations
Information Architecture
Speculative Design
Scenarios
Storyboarding

TOOLS

Qualitative coding software
Miro
Qualtrics
Sketch
Figma
Adobe Illustrator
Adobe Premier