# Preeza Shrestha

UX Researcher
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## Professional Summary

Experienced UX Researcher with 4 years of proficiency in qualitative and quantitative methodologies, delivering impactful user-centered design solutions. Skilled in improving user engagement and satisfaction by leveraging data-driven insights, collaborating with cross-functional teams, and aligning research strategies with business goals. Demonstrates expertise in agile environments, with a strong ability to plan and execute UX research projects to influence product development and enhance user experiences.

## Key Achievements

* Improved user engagement and satisfaction through targeted UX research initiatives and strategic collaboration.
* Enhanced digital usability and streamlined research workflows using rapid usability testing methodologies.
* Successfully integrated AI-driven solutions into user-centered design processes, aligning with emerging industry trends.
* Delivered actionable insights through concise reporting and storytelling, influencing key business decisions.

## Relevant Work Experience

### User Experience Researcher

FedEx Services, Tennessee TN (Remote) | Feb 2022 – Present

* Led UX research efforts across critical applications (reporting, billing, and claims), providing high-quality insights for product improvements and user experience optimizations.
* Collaborated with cross-functional teams, including designers, product managers, and engineers, to implement actionable insights that drove measurable improvements.
* Conducted extensive research studies to understand user needs, validate assumptions, and enhance product usability.
* Delivered clear and concise documentation of research findings to senior executives and global teams, driving alignment across stakeholders.
* Streamlined research workflows by introducing rapid usability testing processes, reducing turnaround time to 1-2 weeks.
* Integrated AI research initiatives into design workflows, optimizing user interactions with digital tools.

### User Experience Researcher - Intern

Sukhadia Foods, New Jersey | April 2021 - December 2021

* Conducted comprehensive user research for a website redesign, leading to a smoother and faster checkout process.
* Partnered with design and engineering teams to apply research insights, improving conversion rates and reducing cart abandonment.
* Leveraged both qualitative and quantitative research methods to identify pain points and enhance user satisfaction.
* Executed UX research strategies that contributed to higher customer retention and loyalty.

## Education

* • Certificate of UX/UI Design: Cornell University, Online (March 2021)
* • Master’s in Business Administration: Deakin University, Melbourne, Australia (May 2012)
* • Bachelor’s in Marketing: Bangalore University (April 2009)

## Technical Skills

* Research Tools: UserTesting.com, User Zoom, Qualtrics, Adobe Analytics, Mural, Optimizely
* Design Tools: Figma, Adobe Creative Suite (XD, Illustrator), Sketch, Balsamiq, Photoshop
* Project Management: Jira, Zoom, Microsoft Teams, Webex
* Methodologies: Agile, Scrum, Waterfall

## Additional Strengths

* Proven ability to plan and execute UX research projects, aligning with stakeholder expectations.
* Strong communication and presentation skills, leveraging storytelling to convey complex research findings.
* Familiarity with Design Thinking frameworks and basic understanding of Cloud technology.
* Exhibiting adaptability and a pleasant-to-work-with personality, fostering positive collaboration and team dynamics.