

Roshni Thawani

Mixed Methods User Experience Researcher

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UX Researcher @IBM AI Apps/Sustainability

2021 – Present

- ◊ Led 200+ research initiatives, shaping climate risk strategies for finance, asset management, and order management, with prioritized roadmaps and actionable designs.
- ◊ Drove 400+ cross-functional alignment discussions with playback presentations and UX artifacts to align product, design, and go-to-market teams on feature and sales strategy.
- ◊ Directed 200+ engagements (i.e. interviews, surveys, A/B testing, Kano, ethnography, market research) and delivered actionable recommendations for industry-specific designs.
- ◊ Promoted to Portfolio SME for Climate Risk leading cross-portfolio data mapping strategy.
- ◊ Confident with AI, APIs, Data Lakes, and NLP, leveraging WatsonX, Chatbots, and LLMs.
- ◊ Successfully aligned 70+ executives to define a 0-to-1 climate risk execution strategy.
- ◊ Established a senior executive user group to co-create IBM's Climate Risk solution.
- ◊ Expert in translating complex domain requirements for B2B SaaS technologies into actionable insights, utilizing UX artifacts (personas, JTBD maps, market grids, research postcards etc.) while collaborating with multi-million-dollar Fortune 500 clients.
- ◊ IBM Research publication on [Mental Models of AI Systems](#).
- ◊ Coached and mentored 9 new hires through IBM Patterns and onboarding.
- ◊ Secured full-time after internship with instant band promotion based on high performance.

Researcher @ University of Toronto

2019 – 2020

- ◊ Facilitated focus group recruitment with 60+ Toronto Transit Commission officers
- ◊ Assessed racial profiling instances for over 100+ police and hospital incident reports with the Ontario Human Rights Commission
- ◊ Synthesized or led 20+ interviews for two papers: [Peace Builders](#), [Solomon Islands](#)

UX Student Recruiter @ University of Toronto

2016 – 2019

- ◊ Managed & launched 150+ recruitment initiatives including a podcast and blog interviewing 50+ UX professionals and alumni increasing engagement by 20%.

Selected Community Experiences

- | | |
|---|----------------|
| ▪ Google Women Techmakers ambassador | 2024 – Present |
| ▪ IBM Stem4Girls Design Thinking Lead & Inclusive Design Lead | 2021 – Present |
| ▪ Spicy Vindaloos Professional Bollywood Dance Team | 2021 – Present |
| ▪ UX Lounge Podcast Host & Founding Member | 2020 – Present |
| ▪ U of T WISE VP of Professional Development | 2021 – 2022 |
| ▪ U of T Indian Students Society President | 2017 - 2018 |

Education

University of Toronto

Bachelor of Arts Honours
High Distinction CGPA 3.51/4.0
Criminology, Sociology, Media
Queen Elizabeth Scholarship –
summer teaching English &
conducting research in rural India

University of Oxford

Summer Abroad Seminar
International Law

University of Siena

Summer Abroad Seminar
Transnational legal issues

IBM

Selected trainings

AI for Business
WatsonX
NLP & LLM's
HBR Leadership

Masters of Information, UX

High Distinction CGPA 4.0/4.0
UX concentration

RBC Fellowship

SSHRC Scholarship

Ontario Graduate Scholarship

OCAD University

Summer Seminar UX Design & Research
[RBC Future Launch Scholarship](#)

University of Porto

Semester Abroad Faculty of Engineering
Innovation, Business, Design Thinking

Skills

Stakeholder alignment
Cross-functional collaboration
Business strategy
Public speaking
Optimizing teams for efficiency
Survey creation
Kano studies/Prioritization studies
Field & ethnographic research
Conference research
Interviewing
A/B testing & usability evaluations
Diary Studies
Competitive Market Research
Inter-rater reliability analysis

Tools

EnjoyHQ
User Testing /User Interviews
Respondent
Figma
Mural
Box
Keynote
Jira
Github
Microsoft Office Suite
Trello
Monday.com
Airtable
Artificial Intelligence

Awards

IBM UXR Champion – 10/2024
Business Unit Top Performer

Equity Program Award – 08/2024
IBM Stock Bonus High Performance

IBM Cultural Catalyst – 04/2023
Cash bonus – "Growth champion"

University of Toronto – Undergrad
Various for academic achievement
and study abroad totaling \$15,600

University of Toronto – Masters
Various for study abroad, research,
and academic achievements totaling
\$64,500