

ABOUT ME

👋 Hi, I'm Roshni

💼 **Current Role:** UX Researcher leading Cloud Quotas Foundation Services & SaaS Runtime GA Launch Research @ Google Cloud

With a background from Google, IBM, Ontario Human Rights Commission, Toronto Transit, and the University of Toronto, I have over 8 years of research experience in creating intentional and data-driven recommendations. My current role focuses on human-centric B2B solutions for sustainability.

🌟 I'm passionate about building strong relationships that drive shared goals and ensure our business impacts put people first.

📖 **Education:** Master of Information, UX | Bachelor of Arts in Criminology, Sociology, and Media

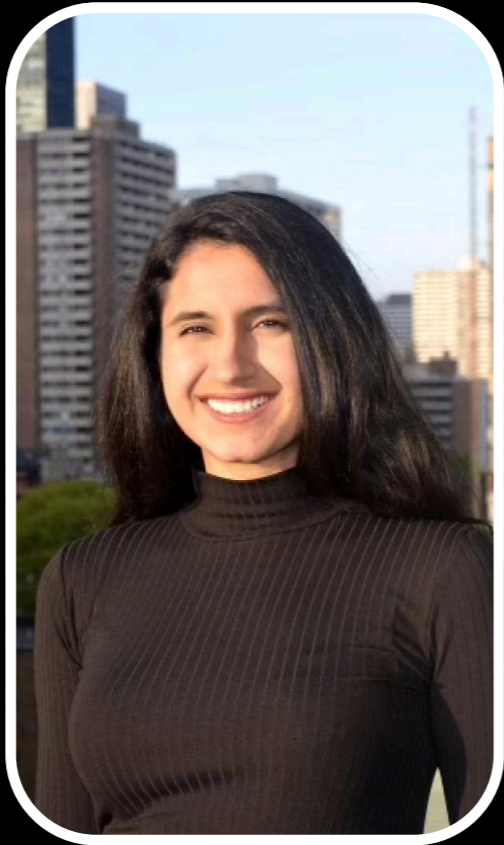
Beyond UX Research:

💃 I'm a dancer,

👩‍💻 IBM STEM4Girls Lead

👩‍💻 Google Women TechMakers Ambassador

🎙️ UX Lounge Podcast Founder & Co-host



My Research Process: Stages of Curiosity to Clarity

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In the **Strategizing** phase, I define research questions and align objectives with project stakeholders. This phase ensures **alignment** on **scope, context,** and **budget**. Strategizing is a **foundational step** that sets the project up for success.

🧠 **Strategizing**

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During the **Crafting** phase, I develop essential materials tailored to the research inquiry, examples include **screeners, discussion guides, & gathering existing data**. I actively seek **feedback** from peers and stakeholders to enhance our execution strategy.

📝 **Crafting**

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In the **Launching** stage, I **initiate research studies** and apply **selected methods**, concentrating on **data collection**, examples include **secondary research, interviews, surveys, field studies**. I also begin **preliminary analysis** to uncover **valuable insights**.

🚀 **Launching**

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In the **Harmonizing** phase, I consolidate data to extract insights and formulate **actionable recommendations**. By merging **qualitative themes** with **quantitative metrics**, I create a narrative that highlights **user sentiments** and aligns with business value.

🧩 **Harmonizing**

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In the **Revealing** phase, I present **key findings** to stakeholders through **incremental updates** on **research artifacts** and **formal sessions**, ensuring all **decision-makers** are aligned and informed of **impactful recommendations**.

📢 **Reveal**

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In the **Evaluation** phase, I work with **stakeholders** to finalize the **action plan**, I document outcomes currently in **Airtable, Jira, and Monday.com**, and hold **follow-up discussions** to assess **recommendations**. This stage identifies **information gaps**, paving the way for future **research** and **collaboration**.

🎯 **Evaluation**

LATEST CASE STUDY

From Concept to Reality: IBM Climate Risk Solution – Building from 0 to 1

Role: UX Researcher & Project Lead

Duration: 24 weeks to initial launch, additional 24 weeks for full data API expansion research

[Link to product page](#)

Project Overview

Empowering Fortune 500 clients with climate risk insights and driving portfolio innovation.

SUMMARY

As IBM entered the Climate Risk market to support clients' mandatory disclosure needs, I led a high-impact UX research initiative to guide this strategic move. Using **secondary research, market analysis, SME interviews, data partner discussions, SME workshops** and **Kano studies**, I delivered actionable insights that shaped IBM's climate risk approach.

This research produced key artifacts—**personas, market research grids, user journey maps, and prioritized design recommendations**—enabling the successful launch of IBM's first standalone Climate Risk solution for Fortune 500 clients. Due to strong market interest, leadership designated me as the **portfolio SME to expand this solution as a data API across other IBM products**, including Maximo. By integrating climate risk data, we empowered clients with insights for sustainable, data-driven decisions.

Note: some information has been redacted to maintain NDA confidentiality.

Research artifacts can be presented during hiring discussions.

Research Scope: Innovation Phases – Discovery to Launch

This section outlines the **key phases** within IBM's **Product Development Lifecycle (PDLC)** for the **Climate Risk initiatives**, highlighting UX Research's **critical roles** in shaping the product to align with **user needs** and **market demands**.

Phase 1: Discovery

Focus on gathering insights and defining user requirements.

- **Research Methods:** Secondary market research, qualitative interviews.
- **Key Deliverable:** Defined user requirements, build user personas, journey maps, a market research grid, roadmap recommendations and product opportunities.
- **Engagement:** Involved over 40 SMEs through interviews and workshops & recruited a co-creation group with IBM's Chief Sustainability Office.

Phase 2: Delivery

Focus on refining the product features and ensuring usability

- **Research Methods:** Conducted a kano study with quantitative and qualitative assessments to prioritize features. Following, recommendations to design, ran rapid iterative testing (RITE) and conducted usability interviews and task analyses.
- **Key Deliverable:** Prioritized list of features for MVP and iterative design recommendations.
- **Engagement:** Worked closely with designers, external representative users via Respondent and previous assembled internal SME user group from the IBM Sustainability Office.

Phase 3: Launch & Scale

Focus on monitoring product's performance and expansion

- **Research Methods:** conducted market monitoring by analyzing product data and gathering direct user feedback with 30 participants presenting at the Maximo Utility Working Group Conference in Phoenix Arizona.
- **Key Deliverable:** Prioritized recommendations for expansion of data API into IBM Maximo Asset management while identifying less valuable integrations to save time and resources.
- **Engagement:** Collaborated with go-to-market teams and engaged clients to assess market interest and scaling viability

Stakeholder Quotes

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Roshni's ability to connect us with key internal and external stakeholders greatly enhanced our project's outcomes..

— Prev. Climate Risk Product Manager

Roshni's professionalism and attention to detail in our workshops kept the Climate Risk project on track and productive.

— Go-To-Market Climate Risk

Roshni's critical thought in preparing workshop materials has been instrumental for our Climate Risk efforts.

— Lead UX Designer, Climate Risk MVP

Roshni's confidence in tackling challenging questions has inspired the team and fostered growth.

— UX Designer, Maximo Expansion

Roshni's studies pinpoint user pain points with data-driven rigor, resulting in impactful insights for the Maximo project.

— Climate Risk Product Manager

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