ABOUT ME

👋 Hi, I'm Roshni

🧑‍💼Current Role: IBM Sustainability Software & Climate Risk UX Researcher & Portfolio SME

With a background at 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

1 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**

2 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**

3 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**

4 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**

5 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**

6 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**

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, reccomendations 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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