

## Work Experiences

### UX Researcher, Foundation Services - Google

Feb 2025 - Present

- ◆ Led research on Cloud Quotas & SaaS Runtime, influencing multi-billion-dollar roadmap and design decisions impacting billions of consumers, including site reliability engineers, developers, cloud architects and adjacent personas.
- ◆ Synthesized 700+ documents and conducted 15 enterprise interviews with Fortune 500 companies and SMBs, producing 30+ prioritized action items for cross-functional roadmaps, design updates, and technical feasibility decisions driving action items aligned with business priorities.
- ◆ Delivered 3 high-impact research playbacks under tight timelines, aligning stakeholders on feasibility and prioritization; recognized for rapid domain expertise and business impact.

### UX Researcher, AI Applications & Sustainability - IBM

May 2021 – Feb 2025

- ◆ Directed call center modernization overhaul, influencing \$2M+ in operational savings; research guided design decisions that reduced agent handling time & improved B2B2C customer efficiency.
- ◆ Directed 0-to-1 climate risk research, aligning 70+ executives on ESG strategy and contributing to Fortune 500 client successes in ESG reporting, risk management, and financial resiliency.
- ◆ Completed 100+ studies (fieldwork, interviews, surveys, A/B tests, ethnography), generating personas and journey maps that informed product decisions across asset management, finance, and supply chain domains.
- ◆ Co-authored IBM Research publication on [Mental Models of AI Systems](#); presented at four industry conferences and ran workshops for AI users & fortune 500 clients on climate impact.
- ◆ Mentored nine new hires through IBM onboarding and patterns.

### Researcher & Recruiter – University of Toronto

Sept 2016 - Feb 2021

- ◆ Managed & launched 150+ recruitment initiatives including a podcast and blog interviewing 50+ UX & Tech professional students and alumni increasing engagement by 20% for the iSchool.
- ◆ Conducted field visits with the TTC to recruit 60+ officers for equity research and analyzed 140+ police reports and hospital injury reports for the Ontario Human Rights Commission Annual Equity Review on Police Brutality under Dr. Scott Wortley.

## Community & Leadership Experiences

Google Women Techmakers Ambassador | Host & Founder, UX Lounge Podcast | IBM STEM4Girls Inclusive Design Lead | VP Professional Development, Women in Science & Engineering (WISE) | President, U of T Indian Students Society | Instructor & Speaker with 50+ engagements across conferences & University of Toronto, Toronto Met, Wilfrid Laurier

## Education

### University of Toronto

- ◆ Master of Information (UX), – High Distinction, CGPA 4.0. RBC Fellowship, SSHRC & OGS Scholarship.
- ◆ Bachelor of Arts, – Criminology, Sociology, Media. High Distinction, CGPA 3.51. QE Scholarship.

### University of Oxford

Transnational Legal Issues  
Summer Abroad

### University of Siena

International law Issues  
Summer Abroad

### University of Porto

Faculty of Engineering Business &  
Innovation Design Term Abroad

### OCAD University

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

### IBM & Google

Extensive training modules and  
annual courses on advanced AI,  
Leadership, Accessibility and LLMs

## Research Methods & Skills

Cross-functional Collaboration  
Prioritization / Kano Studies  
Field & Ethnographic Research  
Conference Research  
Focus Group Interviews  
Cross-functional collaboration  
Interview Techniques  
A/B Testing & Usability  
Evaluation Diary Study  
Implementation  
Competitive Market Analysis  
Inter-Rater Reliability  
Max-Diff Study  
Public Speaking  
Survey Design

## Tools

EnjoyHQ  
User Testing / User Interviews  
Respondent  
Figma  
Mural/Miro  
Box  
Keynote  
Jira  
Github  
Microsoft Office Suite / GSuite  
Trello / Taskflow / Monday.com  
Airtable  
Artificial Intelligence  
Acorn/Rosi/Quercus/Blackboard

## Awards

Google Cloud: gThanks Bonus  
for High-Impact Insights & Quick  
domain ramp up

IBM: Business Unit Top  
Performer, Stock Bonus, Growth  
Champion, Cultural Catalyst  
Peer Bonus

University of Toronto:  
Scholarships & Fellowships  
totaling \$80,000+