

DHRUVA SHARMA

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QUANTITATIVE AND MIXED METHODS UX RESEARCHER

Mixed-methods UX researcher combining statistical analysis and behavioral data with stakeholder interviews, field research, and usability testing across financial services, edtech, healthcare, and AI. Applies systems research and engineering methods to shape product decisions, integration requirements, and workflow automation prototypes. MS in Human-Computer Interaction and Design.

EXPERIENCE

TAMARIND LEARNING | Seattle, WA

Website UX QA and Usability Tester (Contract)

Sep 2026 - Present

- Analyzed 69,000 records and independently validated AI-assisted findings in R and MATLAB; measured 84% login-to-homework drop-off, identified 47 users for re-engagement, and traced a \$1,894 subscription-revenue misstatement to metric logic.
- Combined sales and customer-success interviews with journey mapping across nine systems; audited 8,446 contacts and 351 leads, identifying missing Lead Type values and defining data-ownership, cleanup, and beta-test requirements.
- Prepared an AI-assisted local data-transfer prototype with 13 test cases; mapped CRM/LMS fields and onboarding handoffs to define workflow automation requirements for planned beta integration.

IIFL HOME LOANS | Gurugram, India

Product Manager

Mar 2023 - Jul 2024

- Led mixed-methods field research across nine hubs and five functions; identified three onboarding bottlenecks and translated findings into unified SOP workflows, data-validation checks, and an escalation path.
- Aligned Operations, Legal, Valuation, Regulatory, Sales, and external stakeholders during onboarding of six developers and 27 projects; supported a \$268M government-enterprise MoU.

ICICI BANK | Gurugram, India

Deputy Manager II

Oct 2020 - Jan 2023

- Tested a beta loan-processing app across 30+ live workflows; mapped user journeys, diagnosed six operator-level data-entry errors, and traced credit rejections to missing documentation.
- Presented findings and prioritized fixes with regional leadership while coordinating mortgage onboarding for 40+ wealth clients and supporting \$2.5M in funded loans.

SELECTED RESEARCH

AI Assistive Audio Interface | 2026 Combined stakeholder interviews, journey mapping, and Wizard-of-Oz testing to refine an assistive voice prototype; evaluated consent-parsing logic against 81 synthetic scenarios with 365 passing tests.

U.S. Air Force Mission Data Identity Layer | 2025 Conducted approximately 40 interviews within a five-person team's 60+; co-developed and prototyped a UID identity layer with human-approved entity resolution, role-based field access, provenance logging, and safe refusal for ambiguous records; presented concept to senior Air Force stakeholders.

Medication Information Rapid Review | 2025 Synthesized 12 social-listening studies spanning 137M posts through a PRISMA workflow; cross-referenced findings with 500+ PubMed records to examine medication-information evidence gaps.

METHODS AND TOOLS

Quantitative: R, SQL, regression, ANOVA/MANOVA, survey design, A/B testing, product analytics, data validation.

Qualitative: Stakeholder interviews, contextual inquiry, usability testing, heuristic evaluation, mixed-methods synthesis.

Systems: Systems research, requirements analysis, journey and workflow mapping, data handoffs, root-cause analysis, SOP design, automation prototyping.

Additional tools: Python, MATLAB, Qualtrics, Advanced Excel, Tableau, Dovetail, Zoho CRM.

EDUCATION

Indiana University Bloomington | MS Human-Computer Interaction and Design | May 2026

Welingkar Institute of Management | PGDM Health Management | May 2020

Amity University | BS Forensic Science Honours | May 2018