

Shruti Modi

Expert at identifying unmet user needs and translating them into actionable insights for diverse stakeholder audiences. With over 9+ years of experience, leader in fostering cross-functional collaborations and securing stakeholder alignment and buy-in for data-driven design.

Lead UX Researcher
www.linkedin.com/in/shruti-modi
✉ modi.shruti.n@gmail.com
☎ 408-329-8630

Professional Experience

- IBM | New York

Jan 2026 - Present

Lead UX Researcher - [IBM.com](#), Gen AI features

 - Lead research for Generative AI and AI-powered enterprise experiences, uncovering trust, adoption, and usability barriers that inform improvements contributing to **higher task success and 65%** higher user satisfaction.
 - Combine qualitative research, behavioral analytics, and product usage data to identify high-friction journeys, helping teams reduce **drop-off by 45%** and improve **engagement and adoption by 60%**.
 - Investigate AI adoption, response quality, prompting behaviors, and human-AI interaction, translating insights into product improvements that strengthen AI experiences and drive adoption.
 - Lead global moderated testing, interviews, concept testing, and mixed-method research, influencing navigation, content, and experience improvements to optimize task completion and reduce usability friction.
 - Synthesize complex AI, behavioral, and enterprise UX insights into executive-ready recommendations that shape product strategy, prioritize opportunities, and drive measurable customer and business impact.
- Meta Inc. | California

Mar 2024 - Dec 2025

UX Researcher - Enterprise Solutions Integrations

 - Led research focused on improving enterprise productivity experiences for **80k+ Meta employees** by uncovering workflow friction points and identifying high-impact optimization opportunities.
 - Conducted end-to-end studies—spanning mixed-methods and data-driven insights—to evaluate how employees use Meta’s internal tools to complete real tasks.
 - Partnered cross-functionally with Engineering, Design, Product, and Data Science to translate research findings into actionable recommendations for next-generation workplace tools.
 - Scaled survey participation from **50% to 75%** by implementing improved user outreach and incentive strategies.
- ServiceNow | California

July 2023 - Mar 2024

UX Research Lead - Connected Sales, GTM

 - Conducted research to evaluate user trust in AI recommendations, leading to improved transparency features and a **15% increase** in user adoption.
 - Conducted a wide range of market research activities, including focus groups, in-depth interviews (IDIs), survey development, and vendor management, consistently delivering actionable insights.
 - Benchmarked **20+ competitor products**, providing quantitative insights that contributed to a **25% faster** time-to-market for a new feature.
- Microsoft | California

Feb 2023 - July 2023

Sr. UX Researcher - Generative AI, Azure

 - Provided training and development programs to help team members enhance their research skills. Collaborated with cross-functional teams to disseminate research findings and drive informed decision-making.
 - Championed UX maturity across organizations by driving thought leadership initiatives, conducting workshops, and creating scalable frameworks to embed user-centered practices into product development processes.
 - Developed highly detailed personas for a new Microsoft Azure product, laying the foundation for user engagement and improvements.

Education

- Bachelor of Engineering in I.T.

L.D. College of Engineering, India
- Measuring UX & ROI

Neilson Norman Group
- Cognitive Psychology

UC Berkeley Extension, USA
- Human Centered Design

Coursera, USA
- UX/UI Design and Web Development

Silicon Valley Extension, USA
- Generative Ai for Everyone

DeepLearning.Ai

Skills

- Research Methodologies:

Usability Testing, Heuristic Evaluation, Contextual Inquiry, User Interviews, Surveys, A/B Testing, Usability Testing, A/B Testing, Surveys, Interviews, Contextual Inquiry, Diary StudiesStatistical
- Statistical Packages:

R, SPSS, Python
- Enterprise platforms:

Salesforce, Adobe, ServiceNow
- Survey Software:

Qualtrics, SurveyMonkey, Google FormsDigital Analytics: Google Analytics, Adobe Analytics
- Data Analysis:

SPSS, R, Python, Excel (Advanced), Tableau
- Design Tools:

Sketch, Figma, InVision, Adobe XD, Axure, OmniGraffle
- Prototyping & Wireframing:

Balsamiq, Axure, Mockplus, JustInMind, OmniGraffle,
- Dashboarding:

Tableau, PowerBI
- Collaboration Tools:

Miro, Figma, Mural
- Other
- Conferences:

Speaker at UX STRAT 2021, Attendee at Annual Adobe MAX - Creativity Conference (2019)
- Speaking Engagements:

Presented 'The Future of Mobile UX' at International UX Conference (2020)
- Publications:

Contributor to 'The UX Collective Blog' with articles on emerging research methodologies

Professional Experience (Cont.)

- **Aviatrix Systems Inc. | California**

Sep 2021 – Feb 2023

Lead UX Researcher – Business Enterprise

- Developed and executed research roadmaps for complex projects, effectively managing ambiguity while aligning with business goals and product milestones.
 - Led 5 rounds of concept testing with 200+ participants, resulting in a 40% reduction in time to develop MVPs.Synthesized insights from **15+ datasets**, combining qualitative and quantitative findings to secure stakeholder buy-in for a new **product initiative**.
- **Meta Inc. (Facebook) | California**

Aug 2020 – Sep 2021

Sr. UX Researcher, Ads Manager & Monetization

- Developed and distributed large-scale surveys to capture user attitudes and behaviors, synthesizing findings into actionable insights to inform product strategy.
 - Collaborated closely with cross-functional teams to optimize the subscription flow, resulting in remarkable increases in conversion rates.
 - Led initiatives focused on enhancing user experiences to drive revenue, with a particular emphasis on improvising the ad campaigns creations process, for advertisers leveraging Facebook platforms.
 - Translated findings into actionable strategic business recommendations, enabling product and design teams to make informed decisions that drive user satisfaction and growth.
- **Cisco Systems | California**

Nov 2018 – Aug 2020

Lead Researcher, Supply & Chain Vertical

- Enhanced the user experience of customer delivery tracking dashboards through meticulous heuristic evaluations and rigorous usability studies, resulting in significant improvements and heightened usability.
 - Strategically implemented in-app user surveys to measure Customer Satisfaction and gather invaluable feedback on new features, facilitating data-driven decision-making and iterative improvements.
 - Pioneered innovative research methodologies, including contextual inquiries, field research, and user interviews, to reveal valuable insights into user needs, behaviors, and pain points, shaping product direction and fostering innovation with a human-centric approach.
- **Freelance Consultant | India**

Jun 2009 – Sep 2016

UX Researcher/Strategist

- Demonstrated expertise by managing all aspects of research, from defining objectives to delivering impactful outcomes for diverse clients.
 - Showcased exceptional leadership through spearheading over 40 research projects and presenting comprehensive reports to various stakeholders.
 - Conducted over 120 in-depth user interviews across diverse settings, eliciting profound insights that informed product decisions and innovations.

Service

- Mentor**

ADP List, 2021–Present

MentorCruise, 2025 - Present
- Volunteer**

UXPA DC, 2016-2017
- Assistant Secretary**

UXPA DC Board,2020
- UX Designer/Researcher**

Redesigning Website, Lace Museum, 2018