

Aysha Bilal

UX Researcher | San Francisco, CA

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SUMMARY

I am currently a UX Researcher on the Analytics, Insights and Measurement Team at Google, independently conducting end-to-end studies spanning across the product development lifecycle for B2B users, while also identifying and recruiting appropriate candidates to participate in those studies.

EXPERIENCE

Google (via Aquent), UX Researcher May 2020 - PRESENT

- Lead researcher for multiple generative and rapid, evaluative studies
- Impacts of my research include: validation of MVP, research roadmap, personas and initial assumptions; delivering actionable opportunities and design recommendations; and a better understanding of users' mental models, pain points and barriers
- Collaboratively developed a coding system to categorize in-product feedback to support UX research findings, increase cross-functional team engagement with advertisers, and prioritize feature requests
- Assisting in transitioning recruiting from ad hoc self-recruiting to sustainable methods with a participant pool

Google (via Aquent), UX Research Coordinator Jul 2019 - May 2020

- Supported the user research activities for Google products used by advertisers and publishers by identifying, screening and scheduling appropriate candidates
- Assisted in establishing the foundation of an empathy building program for a Google product to help non-UX Google employees increase user empathy, and foster internal cross-functional team engagement

CommonUnity, UX Researcher Mar 2019 - Jul 2019

- Led foundational research on mental health best practices for an agile team tasked with building a new tool to improve the mental health of South Asian Americans dealing with social struggles
- Defined research plans, and collaborated with cross-functional stakeholders to recruit for and execute studies, as well as presented findings and advocated for user needs

General Assembly, UX Research Apprentice Dec 2018 - Feb 2019

- Led research cycles for multiple projects for various verticals
- Presented findings and design recommendations to stakeholders

RESEARCH METHODS

Usability Testing
User Interviews
Surveys
Rapid Iterative Testing
Critical User Journeys
Task analysis
Card Sorting
Lit Reviews
Comparative Analyses
Competitive Analyses

TOOLS

Qualtrics
Google Workspace
Figma
inVision
Mural
OptimalWorkshop

EDUCATION

M.A. Counseling Psychology

Santa Clara University, 2016

B.A. Politics

UC Santa Cruz, 2013

UX Design Immersive

General Assembly, 2019

LANGUAGES

English, Urdu, Hindi