

Shweta Sharma

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SKILLS

QUALITATIVE RESEARCH

Contextual Inquiry • Interviews
Usability • Guerrilla Testing
Diary Studies • Card Sorting
Affinity Mapping • Synthesis
Persona • Journey Mapping

QUANTITATIVE RESEARCH

A/B • Multivariate Testing
Surveys • Behavioral Analytics
Heatmaps • Session Analysis
Segmentation • Clustering

FRAMEWORKS & OPS

Double Diamond • HCD
Design Thinking • Lean UX
Research Ops & Practice Building

AI, DATA & TOOLS

NLP • ClinicalBERT • RoBERTa
Python • SQL • PyTorch
Figma • Adobe XD • Jira

CERTIFICATIONS

Google UX Design Specialization
Research Methods (U. of London)
Journey Mapping (NN/g)

EDUCATION

DREXEL UNIVERSITY

MS IN AI & MACHINE LEARNING
Expected June 2026 | Philadelphia, PA
College of Computing & Informatics

NMIMS

DIPLOMA IN BUSINESS MGMT
2020 -- 2021 | Pune, India

G.H. RAISONI COLLEGE

BS IN COMPUTER SCIENCE
2010 -- 2015 | Pune, India

EXPERIENCE

ABIM | (Co-Op) DATA SCIENTIST

Sep 2025 -- Present | Philadelphia, PA

- Built supervised NLP model detecting clinical communication behaviors (Calgary–Cambridge, NURSE, SHARE) with gold-standard annotation meeting clinical audit standards
- Designed data annotation taxonomy and labeling pipelines in Label Studio, establishing inter-rater reliability protocols and quality benchmarks for training clinical NLP models at scale
- Designed synthetic data workflows with automated validation and leakage detection, keeping patient data out of AI model training
- Engineering NLP bias-detection frameworks using fine-tuned transformers (ClinicalBERT, RoBERTa) on 3,500+ clinical records to identify communication patterns informing fairer physician assessments

JOHN DEERE | UX RESEARCHER & SR. TECHNICAL LEAD

Nov 2022 -- Aug 2024 | Pune, India

- Led mixed-methods UX research across 6+ product teams — conducting contextual interviews, usability studies, and behavioral analytics to generate insights that shaped quarterly road maps and feature prioritization
- Applied Double Diamond framework to structure end-to-end research engagements: from discovery (contextual inquiry, stakeholder interviews) through define (affinity mapping, persona creation, journey mapping) to validated design recommendations
- Established UX research practice as sole researcher on India team — created case studies, design thinking workshops, and PM-UX Playbook increasing PM UX literacy by 80%
- Designed self-serve survey platform for 250+ products: cut setup time by 60%, raised completion rates by 25%, eliminated developer dependency

URBANFIT | UX DESIGNER & RESEARCHER

Jan 2021 -- Nov 2022 | Pune, India

- Led end-to-end wellness platform redesign driving 35% engagement lift, 28% bounce rate drop, and 2.5× newsletter sign-up increase via behavioral analysis (Hotjar heatmaps, session recordings) and iterative usability testing
- Led research for Stories By Children platform redesign — conducted usability testing and contextual interviews with families, synthesised findings into personas, then validated prototypes through Lean UX sprints

CAPITA (ARCADIA GROUP) | UX DESIGNER - E-COMMERCE PERSONALIZATION

Jan 2017 -- Dec 2020 | Pune, India

- Spearheaded data-driven personalization across 7 flagship fashion brands (Topshop, Topman, etc.) — designing behavioral triggers and A/B experiments driving 11% conversion lift
- Built user segmentation and behavioral cohorts identifying high-value segments and churn patterns; validated via statistical significance testing with 10% control methodology