

Chitvan Bindal

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Professional Statement

Multilingual UX Researcher with expertise in designing and conducting end-to-end **mixed methods research** and **3 years** of relevant experience in the EdTech industry. Passionate about **championing** user voices mindfully.

Research Skills

Generative research, usability testing, surveys, interviews, observations, heuristic evaluation, concept testing, competitive analysis, ethnographic research, literature review.

Education

New York University – M.A. in *Learning Technology & Experience Design (LTXD)* | May 2021 – Dec 2023 | New York (USA)

Rajiv Gandhi University – B.E. in *Electronics & Telecommunication Engineering* | 2010 | India

Honors

Steinhardt Graduate Scholarship, 2023 Education Communication Technology Portfolio Winner

Master's Thesis Project

NYU Education Communication and Technology dept. – *Design Researcher* | New York

Jan'23 – Present

- Conduct Generative Research on the topic “**How might we integrate mindful parenting for the overall well-being of parents and children?**” to understand various perspectives of parents
- Synthesize the data from 24 interviews to analyze the emerging themes
- Identify and connect with 6+ mindfulness experts to evaluate the challenges and opportunities in existing solutions
- Brainstorm and ideate design solutions using persuasive design to address the gaps in mindful parenting

Professional Experience

Jessica Cox Foundation – *User Experience Researcher & Project Manager for Accessibility* | New York

Sept '22 – Jan '23

- Collaborated with 9 other stakeholders and work cross functionally with engineering, medical and design teams to align user needs with the project scope.
- Conducted in-depth interviews, field studies and literature research to gain a deep understanding of user needs, accessibility constraints and the competitive landscape of existing potential solutions
- Communicated progress to stakeholders including executive committee to deliver design directions from high level concepts to detailed inclusive designs

Berlitz Corporation – *Global Learning Product Designer Intern* | New Jersey

Sep '22 – Jan '23

- Supported development of online learning materials and content for 1000+ business French learners within Berlitz authoring tools
- Ideated user flow between Berlitz learning and culture products with a goal of increasing revenue of the latter by 20%

FHI 360 – *User Experience Research & Design* | New York

Sept – Dec '21

- Conducted 9 remote interviews and launched a survey for 500+ users while navigating the client's website
- Performed 4 usability testing and heuristic evaluation to understand user journeys
- Integrated user research into design practices to redesign the overall user experience and landing page layout by producing Hi-Fi user flows, site map, personas, and research documents for the organization's product team

Tools

Adobe Creative Suite, Canva, Notion, Articulate 360, Figma, Google Suite, Qualtrics, User Testing, Microsoft Office, MAXQDA

Language(s)

English (*proficient*), Hindi (*native*), and French (*proficient*).