

Pooja Adur, MS

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Professional Experience

Bristol-Myers Squibb

Lead UX Researcher

January 2023- August 2025

- Owned end-to-end research on an AI-enabled procurement platform, uncovering adoption barriers and delivering executive-ready insights that shaped design priorities. Recommendations reduced onboarding friction and increased platform adoption among enterprise users.
- Conducted remote card sorting and summative usability testing to refine information architecture and optimize document clarity, enhancing employee self-service efficiency and reducing IT support call volume by 30%.
- Directed product evaluation and redesign strategy for a generative AI authoring tool by synthesizing insights into actionable recommendations, shaping inclusive design solutions and addressing emerging technology challenges.
- Drove research-based redesign of a Data Repository Platform, enhancing perceived usability by 15%, reducing search time by 25%, ensuring accessibility compliance, and influencing long-term platform strategy.
- Led a cross-functional team comprised of 2 researchers, 2 third-party designers, and 1 product manager to create a user-centric design for a new REMS medical portal. Orchestrated iterative unmoderated usability tests and provided data-backed recommendations that led to the successful launch of an optimized MVP, enhancing the portal's functionality.
- Mentored junior UX researchers on translating UX research into business-ready deliverables, providing structured feedback and reviews to ensure clarity and accuracy.

User Experience Researcher

July 2020- December 2022

- Led generative research, conducting interviews to uncover unmet needs and define initial product requirements.
- Led WCAG 2.1 Accessibility Reviews of REMS portals, delivered actionable solutions to leadership and development teams that enabled redevelopment in full compliance with Canadian accessibility laws.
- Collaborated with product management teams to align user research insights with product roadmaps and strategy.
- Introduced and embedded a Lean UX research framework into existing Agile process, training cross-functional teams to conduct independent formative evaluations and scale best practices.
- Conducted heuristic evaluations on REMS medical portals, aligned recommendations with cognitive psychology principles to streamline navigation, improve data discoverability, and shape post-MVP product strategy.
- Defined participant criteria from stakeholder input and designed screeners to ensure selection of representative users.
- Built and maintained a centralized SharePoint-based UX research repository of insights, reports, and standardized templates, enabling consistency and searchability across teams.

Kronos Incorporated

User Experience Researcher

June 2019- June 2020

- Led in-context field research with nurses, HR specialists, and payroll teams to build an understanding of intended use environments and mental models, uncovering workflow friction that informed improvements to the Workforce Ready Module.
- Spearheaded a quantitative study of WorkForce Ready's Scheduler Module, designed A/B tests and surveys and presented actionable metrics that guided critical product decisions.
- Conducted remote and in-person usability tests for Performance Management prototypes, managed participant recruitment, screening, and scheduling to ensure diverse user representation.
- Orchestrated qualitative/quantitative studies (user interviews, usability testing, journey mapping, and persona development), triangulated data to uncover recurring themes, and translated insights into strategic product recommendations.

Randstad, Recruitment Specialist

November 2015- June 2018

Altria, Territory Sales Manager

August 2013 – October 2015

Skills

- **Research & Design Methods:** Accessibility Reviews, Lean UX, Contextual Inquiry, SUS benchmarking, Observations, Interviews, Affinity Diagrams, Persona development, Journey Maps, Design Thinking, Survey Design, Card Sorting, Tree Testing, Stakeholder Analysis, Usability Testing, Heuristic Evaluations, A/B testing, Sketches, Wireframes, Prototyping
- **Tools:** NVDA screen reader, AXE Plugin, Zoom, Qualtrics, Mural, Usertesting/UserZoom, UserFlow, InVision, UXPin, Userinterviews.com, SurveyMonkey, Optimal Workshop, Tableau, SPSS, R Studio

Education

Bentley University McCallum Graduate School of Business, Waltham, MA

Graduated 2020

Master of Science in Human Factors in Information Design

Rutgers University, New Brunswick, NJ

Graduated 2013

Bachelor of Arts in Anthropology