Pooja Adur, MS

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Professional Experience

Bristol-Myers Squibb

Lead UX Researcher   January 2023- Present

- Deliver executive-ready UX insights on BMS's AI-enabled procurement platform by owning usability testing and SUS synthesis, translating findings into actionable recommendations that drive adoption and shape design priorities.
- Drive heuristic and accessibility evaluation of a generative AI authoring tool, coordinating a team of researchers and accessibility partners to deliver UX insights that inform re-design decisions and promote tool adoption and inclusion
- Spearhead research-driven redesign efforts of a Data Repository Platform, enhancing its search functionality and accessibility compliance to reduce user search time, increase operational efficiency, and influence long-term platform strategy aligned with business objectives.
- Conduct remote card sorting and usability testing to refine information architecture and optimize document clarity, enhancing employee self-service efficiency and reducing IT support call volume by 30%.
- Lead 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 medical portal. Orchestrate iterative unmoderated usability tests and provide data-backed recommendations that led to the successful launch of an optimized MVP, enhancing the portals functionality.
- Conduct quantitative/qualitative research of the 'Customer and Account Engagement Processes' across 3 international markets, triangulating actionable strategies from 15 user interviews and surveys to enhance user experiences and operational efficiency.

User Experience Researcher   July 2020- December 2022

- Conducted heuristic evaluations on scientific portals, aligned recommendations with cognitive psychology principles to streamline navigation, enhance data discoverability, and shape post-MVP product strategy.
- Led comprehensive Accessibility Reviews of REMS portals against the Web Content Accessibility Guidelines (WCAG) 2.1 Level AA standards, delivered actionable solutions to leadership and development teams. Resulted in the successful redevelopment of the portal in full compliance with Canadian Web Accessibility laws.
- Collaborated with product management to align user research insights with product roadmaps and strategy.
- Led design sprints to integrate Lean UX into existing Agile frameworks and trained cross-functional teams to independently conduct formative evaluations, empowering them to improve usability and streamline decision-making prior to development
- Optimized internal and external workflows across 5 international markets for medical, sales, and brand teams, improved efficiency, communication, and contributing to operational success.

Kronos Incorporated

User Experience Researcher   June 2019- June 2020

- Led a quantitative study of WorkForce Ready's Scheduler Module, designed A/B tests and surveys and presented actionable metrics that guided critical product decisions.
- friction points that drove user-centric improvements to the Workforce Ready.
- Conducted remote and on-site guerrilla usability tests for Performance Management prototypes, managed participant recruitment, screening, and scheduling to ensure diverse user representation.
- Orchestrated qualitative and quantitative studies (user interviews, 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, 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 (within-subject), 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