

ISHIKA RAY

ishikaray8@gmail.com | linkedin.com/in/ishika-r/ | (206) 612-0503 | ishikaray.com | Seattle, WA

SUMMARY

Mixed-methods researcher with 7+ YOE designing and executing human-centered research that shapes product decisions. Track record of translating complex behavioral findings into shipped outcomes across engineering, design, and leadership stakeholders, including research that raised demographic categorization accuracy by 46 percentage points, secured \$285K in NSF funding, and redesigned a government eligibility workflow from 17 steps to 7 for 500+ end users. Fluency across full methodological stack: usability testing, field studies, surveys, interviews, & A/B testing.

EXPERIENCE

University of Washington | Behavioral Researcher | Jan 2026–Present | Seattle, WA

- Building research tooling & applied products independently: (i) McKinsey Solve assessment simulator (React/Vercel), (ii) interactive U.S. Census demographic dashboard (React/Express/PostgreSQL), & (iii) end-to-end AI chatbot escalation prediction pipeline + dashboard (SQL/Python/random forest).
- Consulting on study design, mixed-methods analysis, and R-based modeling for graduate research teams; preparing 3 dissertation studies for peer-reviewed publication.

University of Washington | Graduate Researcher | Sep 2018–Dec 2025 | Seattle, WA

- Designed & executed a multi-study, mixed-methods research program on racial bias in surveys and AI image generation — using card sorting (N=139), survey methodology (N=336), and a factorial experiment (N=191; manuscript under review at ACM CHI), surfacing systematic patterns to inform fairer AI outputs and inclusive survey design.
- Developed and validated a redesigned demographic survey instrument that increased categorization accuracy for non-prototypical users by up to 46 percentage points; findings secured \$285K in NSF funding and established a research operations framework adopted across multiple labs.
- Led a 13-member research team through full study lifecycles, from problem framing to stakeholder communication — producing 3 publications and 7 conference presentations.
- Mentored 125+ junior researchers across 50+ empirical studies in behavioral and HCI research; consulted end-to-end on experimental design, analysis, and research communication.

Deloitte | Business Analyst (Contract) | Apr 2024–Sep 2024 | Denver, CO

- Led end-to-end usability research representing 500+ end users of a government case management platform that processes confidential childcare assistance data: designed and moderated contextual inquiry and usability sessions with middle management and frontline workers, synthesizing findings into a redesigned eligibility workflow that cut task completion from 17 steps to 7.
- Partnered cross-functionally with engineering, design, product, and client leadership to translate research into a prioritized roadmap that resolved an 18-month strategic stall, delivering 80% of feature commitments within a single 6-week sprint.

Coding It Forward | PM/UX Research Fellow | Jun 2023–Aug 2023 | Remote

- Standardized 3,000+ SaaS records from 15+ disparate sources to deliver Arapahoe County's first centralized database of 953 verified SaaS solutions; shipped ahead of schedule with validated cost savings.
- Conducted mixed-methods user research (interviews, focus groups, and usability testing) to diagnose stakeholder skepticism, unblock a stalled IT modernization initiative for Arapahoe County, Colorado, and inform a revamped service model projected to save \$500K+ & reduce SaaS onboarding touchpoints by 43%.

EDUCATION

University of Washington | 2018–2025 | Seattle, WA

PhD in Experimental Psychology | Graduate Certificate in Data Science | MS in Psychology

Ashoka University | 2014–2018 | Sonipat, India

BA in Psychology — Graduated cum laude with Honors

SKILLS

Research Methods: Lab-based & remote usability testing, contextual inquiry, in-depth interviews, focus groups, survey design, card sorting, concept testing, A/B testing, field studies, diary studies, competitive analysis

Quant & Analysis: Regression modeling, multilevel modeling, ANOVA, descriptive & inferential statistics, MaxDiff analysis, R/RStudio (tidyverse, ggplot2), Python (pandas), SPSS, SQL (intermediate)

Tools: Qualtrics, CloudResearch, Dovetail, Maze, Jira, GitHub, Google AI Studio (Gemini), AI-assisted research workflows (transcription, synthesis, insight generation), Tableau

Product Collaboration: User journey mapping, persona development, wireframe evaluation, product discovery research, stakeholder alignment, insight storytelling, research roadmapping