

Nimra Ishfaq

Portfolio nimraishfaq.lovable.app | nimraishfaq@gmail.com | (737) 465-0000

UX Researcher with experience in managing large-scale studies (worth **\$1.5 million**), conducting qualitative and statistical analysis, and translating findings to drive product design.

Professional Experience

Research Consultant *Seed Collaborative — Remote* Jan 2026 - Present

- Strengthened evidence-based program design across 52 LA County agencies by training 400+ analysts and senior leaders, through survey assessments, workshops, and curriculum design
- Secured multiple **\$100K engagements** by building a proposal pipeline from sourcing to drafting
- Saved **\$290K/year** by building AI protocols and Claude prompt libraries that cut research time by 30%
- Authored 4 case studies on research impact for government via desk research and partner interviews

UX Analyst *Google via HighSpring (Contract) — Austin, TX* Oct 2025 - Jan 2026

- Led usability studies on Gemini’s knowledge-seeking workflows, evaluating user confidence and citation preferences
- Raised CUQ score by 15% by mapping discoverability and differentiation gaps between AI Mode and AI Overview
- Authored content guidelines for Gemini (**2B users across US and India**) on trust, cultural competence, and safety

UX Researcher *University of Pittsburgh — Remote* Aug 2024 - June 2025

- Designed and executed **\$1.5M NIH** research on children’s health and AI systems for eldercare
- Led stakeholder coordination, recruitment, surveys (4K responses), interviews, and data analysis
- Co-authored four papers with senior researchers for submission to top-tier HCI and health journals

UX Researcher *Texas Urban Sustainability Lab — Austin, TX* June 2023 - Aug 2023

- Designed a climate data visualization tool, leading roadmaps, stakeholder interviews, and user testing
- Secured grant funding (**\$100k**) through detailed technical documentation for project scaling
- Raised SUS score by 20% through Rapid Iterative Testing and Evaluation, optimizing data clarity

Social Policy Researcher *International Commission of Jurists — Remote* Feb 2021 - Aug 2022

- Led mixed methods research, workshops, reports, and policy briefs on violence against women and children

Projects

AI for Caregivers – Evaluating AI empathy via systematic literature reviews, surveys, interviews, and data analysis.

AI Responses to Online Harassment – Countering online harassment through AI responses via pipeline and rubric design, human-in-the-loop annotation, and user testing.

Mental Health AI Guidelines – Mental health AI guidelines via literature reviews, prompt design, and evaluations.

Academic Papers

- Ishfaq, N., & Shiroma, K. (2026). Empathy in LLM-Driven Chatbots for Older Adults: A Systematic Literature Review. Manuscript submitted for publication.
- Lu, P., Ishfaq, N., Win, E., Rose, M., Strickland, S., Biernesser, C., & De Choudhury, M. (2026). **Effectively Detecting and Responding to Online Harassment with Large Language Models**. Manuscript submitted for publication.
- Stone, A., Dorri, A., Ishfaq, N., & Schnarrs, P. (2025). **LGBTQ+ Experiences with Authoritarian Parenting Practices During Childhood**. Manuscript submitted for publication.

Education

The University of Texas at Austin | MS in Information Sciences (CGPA: 3.9) 2022 - 2024, Austin, TX

Kinnaird College | BA in English Literature (Rank 1st, CGPA: 3.8) 2016 - 2021, Lahore, Pakistan

Skills

Research: literature reviews, interviews, focus groups, surveys, metrics (SUS, SUPR-Q), logistic regression, usability studies, t-tests, chi-square tests, multinomial tests, ANOVA tests, A/B tests, data visualizations

Design: personas, journey maps, wireframes, prototypes, storyboards, information architecture

Tools: Qualtrics, NVivo, UserTesting, SPSS, R studio, Tableau, Excel, Figma, WebFlow, Asana