

# bidisha roy, product designer

## EDUCATION

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### Master of Human-Computer Interaction

Carnegie Mellon University | August 2020

### B.S. Psychology & Minor in English

University of Illinois Urbana-Champaign | May 2016

## EXPERIENCE

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### UX Designer @ Amazon

February 2021 - Present | New York, NY

Designs customer-facing self-service & chatbot experiences for Amazon Customer Service. Empowers millions of customers to resolve their problems quickly & easily, reducing the need to contact customer service associates.

### Experience Designer @ Publicis Sapient

October 2020 - February 2021 | Arlington, VA

Designed geospatial mapping tools & design systems for federal agents to identify healthcare shortage regions & intervene with aid. Holds active security clearance.

### Product Designer (Contract) @ Discover Financial Services

January - August 2020 | Remote

Designed a decision support tool that enabled confident decisions in student loan customers, increased customer conversion rates, and was preferred by 78% of consumers.

### Senior Usability Associate @ MedStar National Center for Human Factors in Healthcare

2016 - 2019 | Washington, DC

Led usability analyses, redesign efforts, and formative & summative evaluations, resulting in FDA approval for 10+ international medical device companies. Optimized usability & safety of 25+ health technologies.

(Usability Associate 2016-2018 before promotion to Senior Associate)

### Research Coordinator @ UIUC Human Factors Lab

2014 - 2016 | Urbana, IL

Researched how patient portal designs affect decision making, comprehension, and emotions in older adults & the limited-English proficient. Mentored research assistants.

(Research Assistant 2014-2015 before promotion to Coordinator)

## CONTACT

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## SKILLS

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### Design

Figma

Sketch

InVision

Keynote

HTML

CSS

### Research

Usability Testing

Heuristic Analysis

Card Sorting

User Interviews

Affinity Mapping

Contextual Inquiry

## PUBLICATIONS & PRESENTATIONS

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### Author - Languages (2022)

*Affective Distancing Associated with Second Language Use Influences Response to Health Information*

### Author - Applied Ergonomics (2020)

*Electronic Health Record Usability and Workload Changes Over Time*

### Contributor - Xcertia (2019)

*mHealth App Usability Guidelines*

### Author - HCI International (2019)

*Development of Usability Guidelines for Mobile Health Applications*

### Lecturer - Georgetown School of Medicine, System Safety Engineering (2019)

*Medical Device Usability*

### Author - Journal of Biomedical Informatics (2017)

*Designing Electronic Medical Record Portal Messages that Support Patient Self-Care*