

Saki Asakawa

UX Researcher

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Experience

UX Researcher / Google (Crowdstaffing)

August 2021 - Present | New York, NY

- Designing and executing studies to evaluate product releases using various methods such as usability tests, in-product surveys, and traffic analysis.
- Working with designers, engineers, and product managers to reflect user feedback and mitigate pain points by balancing its impact, workload, timeline, and technical limitations.
- Investigating how fonts impact readability in various environments and crafting a best practice of optimizing fonts to improve readability.

Accessibility Research Assistant / NYU + NASA

Oct 2020 - May 2021 | Brooklyn, NY

- Led a UX design project to develop accessibility guidelines for Extended Reality.
- Collaborated with project managers and UX designers to build an accessible learning platform for the project with NASA by applying WCAG, and Inclusive Design principles.

Research Associate / Carnegie Mellon University

January 2018 - July 2019 | Pittsburgh, PA

- Contributed to accessibility-focused academic projects by planning and conducting user-centered research using mixed methods.
- Published academic papers at international conferences and raised public awareness of the importance of accessibility.

Publications

- ASSETS 2021
- CHI 2020
- ASSETS 2019 | Best Paper Nominee
- W4A 2019
- ASSETS 2018

Education

New York University

M.S Integrated Digital Media | Brooklyn, NY

Sep 2019 - May 2021 | GPA 3.97

Carnegie Mellon University

Non-Degree, Design/CS | Pittsburgh, PA

Jan 2016 - Jun 2019 | GPA 3.77

Musashino Art University

B.A Communication Design | Tokyo, JAPAN

Apr 2012 - Mar 2017

Award

Inclusive Excellence Award

May 2021 | NYU

Selected as a student who demonstrated a commitment to advancing inclusion, accessibility, and equity by working at the intersection of STEM.

Skills

Design Research, Accessibility Research, Accessibility Testing, Experimental Design, Prototyping, Foundational Research, Evaluative Research, Interview A/B Testing, Usability Testing, Survey, Benchmark studies, Web Development, Data Visualization

Tools

Qualtrics, UserTesting, Figma, Python
Adobe Creative Suite, Google Analytics