

DINA KAUR CHAWLA

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Mixed-methods UX researcher with **3+ years** of experience, from self-taught work in startups to studying HCDE @UW, now focusing on human-AI interaction in aviation and translating complex problems into research that drives product decisions.

EDUCATION

MS Human Centered Design and Engineering | University of Washington, Sep. 2024 – Exp. Jun. 2026

MS Computational Neuroscience, Cognition and AI | University of Nottingham, Sep. 2020 – Dec. 2021

BS Psychology with Cognitive Neuroscience | University of Leicester, Sep. 2017 – Sep. 2020

EXPERIENCE

UX Research Intern | Involvo CRMSON

Sep. 2025 – Present, Seattle (WA)

- Scoped and led a multidisciplinary team of **8 researchers**, defining research milestones, structuring the study, and delegating workstreams to shape the deployment of an AI-enabled mental health platform for aviation professionals, collaborating with pilots and industry partners, including **Southwest and Delta Airlines**.
- Drove mixed-methods research identifying adoption conditions for **AI-enabled mental health support in aviation**, conducting **13** in-depth pilot interviews and analyzing **6,000+** survey responses to surface trust, confidentiality, and disclosure boundaries in regulated environments.
- Established a trust-bounded AI framework and responsible AI design principles (published in ACM CHI) that shaped system constraints, disclosure boundaries, and guardrails for CRMSON's AI-supported mental health tools.

User Experience Intern | Stay You

Jun. 2025 – Sep. 2025, Seattle (WA)

- Defined and executed a usability research, identifying **8 critical issues**, for an influencer e-commerce site, evaluating purchase journey for script services through heuristic evaluation and user surveys.
- Shaped product decisions and feature prioritization by translating behavioral analytics, through **click paths and heatmaps**, into co-designed feature concepts and prototypes with stakeholders.
- Led redesign of site architecture and the **end-to-end purchase journey** by translating research insights and design requirements into a fully implemented experience aligned with brand positioning and conversion goals.

UX Researcher | Surecare Calderdale

Jan. 2023 – Jul. 2024, UK

- Improved customer service experience of **60+** caregiver-client matching at a home-care service provider by streamlining handoffs through mixed methods research, reducing reassignment, and escalation in service delivery.
- Increased caregiver and client retention by identifying breakdowns in client-caregiver matching and onboarding journeys through qualitative research, including **survey responses and contextual inquiries**.

AI Researcher | UntappedAI

Mar. 2022 – Oct. 2022, UK

- Shaped **sentiment analysis and LLM validation** at an AI startup focused on mental health and wellbeing by translating UX insights into explicit evaluation criteria for assessing model reliability, interpretability, and confidence thresholds.
- Bridged engineering and clinical teams by translating therapeutic goals and constraints into actionable validation requirements, ensuring AI behavior aligned with user and clinical expectations and informing product decisions.

PUBLICATIONS

[Understanding Pilots' Perceptions of AI-Mediated Mental Health Support in Aviation](#) | ACM CHI, 2026

[Digital Copilots: Advancing Pilot Mental Health Through AI Chatbots and Systems](#) | AHFE Conference, 2025

EXPERTISE

Leadership: Research Program Mentor, Project Lead for Directed Research Group, IPAAC Aviation Academic Committee

Skills: Mixed Methods Research, Qualitative Research, Quantitative Research, Interview Design, Research Synthesis, Thematic Analysis, Usability Testing, Systems-Level UX Research, A/B Testing, Behavior Analytics, Human-Centered AI, Information Architecture, User Flows, Journey Mapping, Prototyping, Interaction Design

Tools: Figma, Qualtrics, Hotjar, UserTesting, NVivo, SPSS, Claude Code, Python, Cursor, Lovable