

# Samyukta Sherugar.

## Contact

hello@samyukta.me

Portfolio / LinkedIn

Qual-leaning mixed-methods UX researcher with 10 years of experience across Meta and Google, studying how people discover, connect and participate in large-scale consumer social products. Combines qualitative depth with surveys, behavioral data analysis and LLM-based methods at scale. Prior to research, I was a software developer and am comfortable with technical contexts and complex workflows. Most recently focused on shaping Meta AI experiences across the Meta family of apps while applying AI to accelerate and scale research practice. Experience includes research leadership, research operations and hands-on execution.

## Experience

### Meta | Facebook Messenger | March 2022

- **AI strategy and adoption:** Shaped cross-platform Meta AI strategy and investment decisions with a multi-market diary study on adoption barriers, partnering with researchers across Instagram and WhatsApp.
- **AI-assisted insight at scale:** Focused AI roadmap investment on common user needs by applying LLMs to classify large-scale messaging data against research-defined jobs-to-be-done; adopted as the primary prioritization signal.
- **Growth strategy:** Set the growth strategy and roadmap for Messenger Notes through an in-product survey that sized use cases across the user base.
- **Informed a feature rollback and product investment pause:** Helped roll back an experience that performed well on metrics but eroded user trust, and influenced leadership's decision to pause product investment through a multi-market, multi-method study triangulated with behavioral data.
- **Research operations:** Scaled & managed a rapid research program enabling 30+ researchers across Facebook to run bi-weekly tactical studies with minimal setup.
- **Research leadership:** UXR lead for a 4-person team supporting a 75-person org. Shaped product and research strategy, established priorities, and elevated research in planning and investment discussions.

### Meta | Ads Incubations Team | April 2020 - March 2022

- Shaped leadership decisions on which emerging ad-product bets to pursue, pivot or sunset through exploratory research at the intersection of advertising, commerce and privacy for a 0-1 team modernizing consumer ads.

### Google | Ads Team | July 2017 - April 2020

- Led research for Google AdMob, a monetization platform for app developers.
- Laid the foundation of AdMob's platform-win strategy by running a mixed-method study with Marketing that diagnosed why it was not the market leader.
- Equipped product, sales and marketing teams with a shared view of AdMob developers by creating data-informed personas that saw wide adoption.

### Nielsen Norman Group | Intern | May - August 2016

- Conducted independent UX research studies and authored articles for the NNG website. Portfolio available [here](#).

### Oracle India | Applications Engineer | 2013 - 2015

- Two years as a professional software developer: built front-end UI components for Oracle's Fusion CRM Enterprise product, partnering with UX teams in agile sprints.

## Education

### MS HCI

Georgia Tech | 2015 - 17

### Bachelors in Info. Tech

NITK India | 2009 - 13

## Domains

Consumer social and communities, messaging, GenAI features, LLM chatbots, ads and commerce

## Skills

In-depth interviews, diary studies, journey mapping, contextual inquiry, field studies, ethnography, participatory design, usability testing, concept testing, focus groups, survey design and analysis, LLM-assisted qualitative analysis, behavioral data analysis, data visualization, jobs-to-be-done

## Honors

MS HCI - Best Master's project  
2017

Marshall D. Williamson Fellowship - HCI  
2017

GVU Distinguished Master's Student, Georgia Tech  
2016

## Publications

*Restoration work: Responding to everyday challenges of HIV outreach.*  
CSCW 2019.

*Rice Today, Roti Tomorrow: Diets and Diabetes in Urban Indian Households.*  
CHI 2017.