

SAMYUKTA SHERUGAR

Staff UX Researcher at Meta

Mixed-methods researcher with 10 years of experience across Meta and Google, studying how people discover, connect & 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- am comfortable with technical contexts & work. Most recently focused on shaping Meta AI experiences across the Meta family of apps while applying AI to accelerate and scale our research practice. Experience includes research leadership, research operations, and hands-on execution.

Experience

Meta | Facebook Messenger (March 2022 - Present)

Lead responsibilities:

- UXR lead for a 4-person team supporting a 75-person org building social & community features in Messenger. Shaped product and research strategy, influenced leadership decision-making, established research priorities, and elevated the role of research in planning and investment discussions.
- Scaled a rapid research program enabling 30+ researchers across the Facebook org to run bi-weekly tactical studies with minimal setup.

Recent IC projects:

- Shaped cross-platform Meta AI strategy & investment decisions with a multi-market diary study on adoption barriers, partnering with researchers across Instagram and WhatsApp.
- Focused AI roadmap investment on the most common user needs by applying LLMs to classify large-scale messaging data against research-defined jobs-to-be-done; adopted by product as the primary prioritization signal.
- Set the growth strategy & roadmap for Messenger Notes (ephemeral status sharing) across multiple planning cycles through an in-product survey that sized use cases across the user base.
- Surfaced user trust concerns hidden by positive engagement metrics — rolled back problematic experiences and set the one-year product vision for an early-stage content discovery feature, via a multi-method, multi-country study (intercepts, in-home visits, lab sessions & focus groups).

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 wasn't 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 NNG website. Portfolio available [here](#).

Oracle India, Applications Engineer | 2013 – 2015

- 2 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.

Contact

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Education

MS HCI

Georgia Tech | 2015 - 17

Bachelors in Info. Tech

NITK India | 2009 – 13

Domains

Consumer social & Communities, Messaging, GenAI features, LLM chatbots, Ads & Commerce

Skills

In-depth interviews, diary studies, journey mapping, contextual inquiry, field studies, ethnography, participatory design, usability testing, concept testing, focus groups, survey design & 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, GaTech | 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.