

## User Experience Design Researcher

A skilled User Experience researcher, focusing on being voice of the customer and championing their needs throughout the product development lifecycle. Previously, a UX design researcher at ParentPay, employing user-centered design methodologies to integrate insights seamlessly into the design and development process. Proven track record in startups, synthesising research findings into actionable UI improvements and contributing to end-to-end design projects.

## Professional Experience

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### **UX Design Researcher at ParentPay, UK** (June 2022 - April 2024 )

*(UK's leading EdTech company for cashless payments and school MIS)*

#### **Design:**

- Advocated for end-users, employing data-driven design throughout the entire process from discovery to final designs.
- Designed for a diverse range of users, platforms, and problems, ensuring inclusive solutions.
- Led iterative design processes, prioritising user-centric solutions, integrating feedback loops for continuous improvement, and translating research insights into wireframes, prototypes, and pixel-perfect designs.
- Collaborated cross-functionally with Product Managers, Engineers, and QA teams in agile environments, supporting with translation of research insights into pixel-perfect designs that were scalable and addressed complex technical and functional challenges, emphasising usability and accessibility.

#### **Research:**

- Owned and transformed user research processes as an early hire, orchestrating comprehensive qualitative and quantitative research, utilising user-centered design methodologies such as interviews, surveys, usability testing, focus groups, card sorts and tree tests.
- Regularly presented detailed research reports to stakeholders, providing comprehensive insights into research findings. These reports served as a vital communication tool, enabling stakeholders to understand user needs, preferences, and behaviours and effectively conveyed the significance of research findings, highlighting key takeaways and actionable recommendations.
- Grew and managed research participant pools, reducing time to launch studies by 50%.
- Conducted in-depth research on personas, educating various teams within the organisation about their significance, particularly among developers, sales, marketing, product managers, and designers.
- Guided and mentored a diverse team of product managers, designers and developers on research best practices. Facilitated impactful workshops, delivering targeted training and guidance to enhance their proficiency in research methodologies

### **UX consultant, California & India** (January 2020- September 2021)

- **Teach2Educate** *(Peer to peer learner platform)*

Led user research to uncover user needs and define streamlined user flows. Coordinated ideation sessions with the design team, contributing to the development of the design system for the app. Executed design initiatives by creating end-to-end low-fidelity mockups. Strategically devised and implemented a usability test plan to ensure optimal user experience and functionality.

- **EasoCare** *(Online digital pharmacy)*

Planned, conducted and analysed usability testing for a the launch of a new feature on the app. Presented actionable insights report with design recommendations to stakeholders.

- **cAST Technologies** *(An app to reduce outbreak of hospital acquired infections)*

Responsible for end-to-end design and development of an app called IVIZ with developers and the leadership team. Synthesised user research to design wireframes, mockups and clickable prototypes.

**Admin assistant at Square One Yoga studio, California** (January 2019 - March 2021)

Responsible for customer support and new customer acquisition. Providing support to teachers before, during and after class.

**Co-founder at SUIT By Vrinda and Karishma, India** (June 2012- April 2018)

*(A bespoke menswear clothing brand)*

Led client engagements to understand unique requirements and designing tailor-made outfits. Oversaw key processes from fabric selection, designing to garment construction. Managed tailoring, vendor relations, website administration, and strategic marketing.

**Lead designer and merchandiser at TheStiffCollar.com, India** (January 2016- July 2017)

*(E-commerce platform for men's clothing)*

**Junior menswear designer at Manish Malhotra** (January 2013- June 2013)

*(Menswear designer clothing company)*

## Education

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- **UI/UX Professional Certificate, UC Berkeley Extension, USA** (2019-2020)
- **MA International Fashion Business, Nottingham Trent University, U.K** (2014-2015)
- **B.Sc Fashion Design, S.N.D.T Women's University, India** (2009-2012)

## Skills

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- **Software skills** :Figma, Sketch, Miro, Mural, Uxmetrics, Optimal workshop, Survey monkey and Dovetail
- **Qualitative research** : Semi-structured interviews, focus groups, ethnographic studies, surveys, concept testing, affinity mapping, card sorting.
- **Quantitative Research**: Tree testing and analysis, card sorting, surveys and A/B testing