

Summary

Dedicated UX Researcher fueled by a deep-rooted *ikigai* for uncovering and resolving design challenges. Possessing a solid foundation of 3 years' experience, I remain passionately committed to crafting intuitive and user-centric experiences. Adept at empathetic listening and observing user behavior to unearth critical insights.

Experience

Peepal Design
UX Researcher II
Oct 2021 - Present

- Led and supported high-impact projects that significantly contributed to the company's mainframe modernization
- Collaborated effectively with stakeholders to ensure research objectives were aligned with business goals
- Provided valuable recommendations and insights by identifying critical usability and foundational issues
- Facilitated skill-enhancement workshops to improve team productivity and efficiency
- Managed logistics for field studies, ensuring smooth execution of research activities

Hureo
UX Research Intern
May 2021 - Aug 2021

- Contributed to various projects, including an exploratory study for LegendCorp, usability testing for Swiggy Genie, and App Report analysis for Publicis Media.
- Contributed to internal marketing projects, supporting the growth and success of organizational campaigns

Design Stack
Design Intern
Jan - April 2020

- Assisted with various graphic design and research projects as an intern, gaining hands-on experience in applying design strategies across branding
- Initiated a self-research project focused on Human-Centered Design, aiming to create a holistic healthcare solution for the elderly

Craft Cluster Initiative
**Ministry of textile,
Government of India**
July 2018

- Participated in a five-day collaborative research program to conduct an ethnographic study of Sikki craft in Madhubani, Bihar.
- Widened design perspectives by analyzing challenges faced by local artists and identifying potential solutions.
- Developed and submitted documentation, including design research, promotion, and branding strategies, to the Ministry of Textiles.

Languages

- English: Fluent
- Hindi: Proficient
- Marathi: Proficient
- Kannada: Conversational (Can understand and speak basic phrases)
- French: Beginner - Certified by Alliance Française de Bombay

Reserach Skills

Contextual Inquiry
User Interviews
Usability
Benchmarking

Focus Group
Discussions Field
Studies Survey

Concept Testing
A/B Testing

Education

Fashion Communication, Bachelor's in Design (2016- 2020)
National Institute of Fashion Technology