

Rhituja Shende

UX RESEARCHER

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orderwithchaos.com

Summary

I'm an industrial designer turned user researcher with over **2 years of experience** conducting mixed-methods studies with a wide range of age groups and tiers. With a strong suit in qualitative research, I'm driven to make research practices efficient for participants, researchers, stakeholders as well as develop research maturity within organizations.

Skills

Research Methods

- In-depth interview
- Contextual inquiry
- Remote usability testing
- Survey design
- Focus Groups
- Digital diary study
- Guerrilla research

Research Ops

- Research Strategy
- Sampling
- Recruitment
- Scheduling
- Designing interview guide
- Knowledge management

Tools

- Google suite
- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign

Interests

- Systems Thinking
- Service Design
- Behavioral Design

Languages

English
Hindi
Marathi

Experience

UX Researcher

April 2021 – Dec 2022

BYJU'S Think & Learn Pvt. Ltd.

Kid centric research in the edtech domain to inform decision making across multiple products and product development stages.

- Worked closely with stakeholders to prioritize and translate user or business problems into research objectives.
- Planned and executed end to end research studies with teammates- brief setting, collecting and analyzing data and deliverable presentation.
- Developed user personas, user journeys, and other artifacts to communicate user needs and insights.
- Co-created and adapted tools and methods for guerrilla data collection.
- Co-led a Continuous User Research initiative by coordinating cross functional teams to evangelize research, advocate user empathy and develop and maintain a knowledge repository.
- Actively contributed to initiatives that aided org-wide research maturity, track emerging trends and learn best practices in user research.

UX Research Intern

Sep 2020 – March 2021

Wakefit Innovations Pvt. Ltd.

Pan India research in ecommerce to inform the revamp of the company's digital products (app and website)

- Collaborated with stakeholders including UX team members and Product Managers to develop the research strategy and plan.
- Screened and recruited participants, scheduled interviews, and conducted extensive qualitative research.
- Assisted survey design to collect quantitative data that built the foundations of user personas.
- Developed user personas, user journeys, and other artifacts to communicate user needs and insights.
- Analyzed collected data, aided report creation and presented research findings to help drive evidence-based product and design decisions.

Education

Bachelor of Design

National Institute of Design | Ahmedabad
July 2015 – March 2020

Exchange Semester- Interior Design

Holon Institute of Technology | Israel
Oct 2017 – Feb 2018