

# Maitree Dedhia

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*Qualitative UX Researcher and Strategic Designer with 4+ years of experience conducting end-to-end user research and usability testing across global healthcare, agriculture, and technology sectors. Skilled in uncovering user behaviors, needs, and pain points through in-depth interviews, contextual inquiries, diary studies, and co-creation workshops. Experienced in translating research insights into actionable design recommendations, personas, and journey maps that drive engagement and product innovation. Focused on creating human-centered and data-informed research to create meaningful digital experiences in fast-paced, cross-functional environments.*

## SKILLS

**Research & Analysis:** Qualitative & Mixed-Methods Research, Generative & Evaluative Studies, Usability Testing, In-depth Interviews, Field Studies, Contextual Inquiry, Diary Studies, Focus Groups, Surveys, Concept Testing, Ethnography, Journey Mapping, Persona Development, Data Synthesis, Research Documentation & Reporting, Insights Communication

**Design & Strategy:** Human-Centered Design, Wireframing, Service Design, Systems Thinking, Information Architecture, Interaction Design, Workshop Facilitation, Stakeholder Collaboration, Agile & Cross-functional Delivery, Design Storytelling, Strategic Insight Translation, Product Discovery, Research Ops

**Tools:** Figma, Framer, Miro, Dovetail, UserTesting, Lookback, Google Forms, Notion, Jira, Asana, Trello, Airtable, Power BI, Tableau, Adobe Creative Suite, Hotjar, Google Analytics

## WORK EXPERIENCE

### Strategic Design and UX Research Consultant, LymeLnk

Jan 2025 - present

*Design and guide user experience research to improve business performance initiatives by crafting research plans, applying human-centered design methods, and using creative problem-solving to expand the organization's visibility, reach, and engagement.*

- Developed an outreach strategy and reusable campaign toolkit deployed across 10+ schools and conferences in San Francisco, enabling child-focused podcast collaborations and increasing brand awareness by 40% through inclusive, research-driven design strategies.
- Improved patient awareness by 10% through mapping end-to-end user journeys and identifying systemic barriers in the diagnosis and treatment process. Applied instructional design and behavioral research to develop inclusive, patient-centered educational experiences.
- Led outreach and storytelling strategies showcased at the ILADS Conference (Los Angeles), improving volunteer engagement by 10% and brand visibility by 40% across U.S. events.
- Conducted qualitative and mixed-methods research and facilitated co-creation workshops with 50+ Lyme patients and caregivers, resulting in a 25% increase in participation.

### UX Design and Research Lead/ Co-Founder, Trebirth Private Limited

Aug 2021 - Jun 2023

*Designed and developed AI-integrated agricultural solutions, created interactive prototypes, and led business strategy execution through the revenue stage, collaborating with a multidisciplinary team.*

- Conducted qualitative and usability research to design AI-integrated agricultural tools, achieving 80% reduction in vineyard pest infestation.
- Planned and executed usability testing cycles and prototype evaluations to iteratively improve system accuracy by 70%.
- Synthesized insights into actionable design recommendations, enabling adoption by 5,000+ users and guiding agile development sprints.
- Secured USD 120K+ in funding by presenting research-driven prototypes and strategic narratives to investors and stakeholders.
- Mentored cross-disciplinary teams in research synthesis, participatory design, and behavioral insight communication.

### User Experience Researcher, Digital Impact Square (TCS Foundation initiative)

Jan 2020 - May 2022

*Conducted user research and data synthesis to identify opportunities for innovation in agricultural ecosystems.*

- Planned and conducted 50+ in-depth interviews, surveys, and contextual inquiries with farmers to identify 3 critical usability and access gaps in agricultural systems.
- Presented synthesized findings to 50+ industry leaders, aligning teams on shared design direction. Collaborated with interns and junior researchers to strengthen data synthesis and presentation skills
- Produced data-driven wireframes and feature prototypes and synthesized qualitative insights and quantitative usage to produce actionable design recommendations that improved product adoption by 35%.

### Researcher and Service Designer, Futuring Now

Sep 2020 - Nov 2020

*Conducted in-depth qualitative research to uncover unmet market needs and identify opportunities for future-focused service innovation across multiple sectors.*

- Leveraged systems thinking and speculative design to accelerate concept validation by 30% and inform long-term client strategy.
- Facilitated 5+ design thinking workshops with 30+ entrepreneurs to refine concept feasibility and user value, resulting in 3 service concepts that advanced to pilot testing.
- Collaborated with cross-functional teams to translate workshop insights into actionable service blueprints and low-fidelity prototypes, accelerating project delivery timelines by 20%.

## EDUCATION

### Parsons School of Design, The New School, M.S. Strategic Design and Management

Aug 2023 - May 2025

### Indian School of Design and Innovation (ISDI), Diploma Product Design

Jul 2016 - May 2020

### University of Mumbai, B.A. Sociology

Jul 2016 - Jun 2019

## ACHIEVEMENTS

- Filed a patent for a radar-based stem borer detection system, (Application No. 202221074502).
- Facilitated and moderated a panel discussion on mental health for startup founders at the Parsons School of Design Fall Symposium, 2024.
- Finalist in the Narwhal Tank pitching competition at Parsons School of Design, 2025.