



Vivek Gopinath

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ABOUT ME

With over 10 years of experience in UX research, design, and testing, I specialize in Mixed Method Research, blending qualitative and quantitative approaches, including Machine Learning integration. My expertise spans heuristic analysis, eye tracking, behavioral studies, cognitive psychology, and applied statistics.

Skilled in design research methodologies, usability testing, surveys, clustering, benchmarking, and UX metrics, I also focus on accessibility and research operations (ResearchOps) for efficient study execution. Proficient in Python, R, and enterprise agile environments, I adapt research to fast-paced settings.

Currently, I lead a team of researchers working on a Stock Broking Application, building tailored research frameworks to drive business and user-focused insights.

WORK EXPERIENCE

Senior UX Researcher

Angel One [11/03/2024 – Current]

City: Bangalore | **Country:** India

- Mentored junior researchers in advanced methodologies including Thematic Analysis, PCA, and psychological behavior models
- Designed and executed comprehensive, mixed-method research plans combining qualitative insights with statistical rigor
- Standardized research frameworks across teams to ensure consistency, reproducibility, and methodological excellence
- Collaborated with cross-functional stakeholders to align research goals with product strategy and user outcomes
- Conducted complex behavioral and psychographic analyses using EFA, K-Means/K-Prototypes clustering, and CPM-GOMS modeling
- Applied LLMs for sentiment analysis, integrated Whisper for audio transcription workflows, and used SUS-Q and Eye Tracking in usability testing
- Interpreted multi-source data through psychological and behavioral lenses to drive actionable insights

Head of Design and Research

Frenz Intelligence [01/08/2022 – 06/03/2024]

City: Mumbai | **Country:** India

- Led end-to-end qualitative and quantitative research initiatives to uncover user behavior patterns in movie discovery and selection
- Developed and implemented comprehensive research frameworks, integrating Thematic Analysis, EFA, and correlation studies to define user personas

- Conducted in-depth behavioral and psychographic analysis through funnel data, interaction mapping, and audience segmentation
- Translated complex user behavior into actionable insights that informed feature prioritization and content strategy
- Partnered with product and analytics teams to align research goals with platform KPIs, enabling data-driven decision-making
- Established and enforced Design QA policies, conducting Design Acceptance Testing (DAT) to ensure high-quality design standards.

Lead Consultant - User Experience and Research

Worxwide Consulting [10/05/2021 – 30/07/2022]

City: Gurgaon | Country: India

- Provided strategic research consulting to shape user-centered design across web and mobile booking experiences (hotels, flights, IRCTC integrations)
- Conducted 400+ user interviews and large-scale surveys; applied Thematic Analysis, Behavioral Mapping, and Cognitive Frameworks (e.g., Dual Process Theory) to uncover deep user motivations and decision patterns
- Developed data-backed behavioral personas based on psychographic segmentation and travel planning behaviors, driving product alignment with real user needs
- Executed usability testing, task flow analysis, and heuristic evaluations across high-traffic funnels to identify friction points and optimize conversion flows
- Synthesized quantitative and qualitative data using tools like correlation analysis, affinity mapping, and Likert-based survey insights for stakeholder-ready deliverables
- Led and mentored a cross-functional team of Junior Researchers and Designers, fostering a culture of evidence-based design and collaborative innovation

Design Researcher

Studio Aghora [30/05/2018 – 10/01/2020]

City: Kochi | Country: India

- Led immersive UX research for AR/VR-based e-learning and mobile mythology games, focusing on user interaction, engagement, and cognitive response
- Applied usability testing, task analysis, and cognitive load evaluation to assess UI/UX effectiveness within 3D environments built in Unity and Unreal Engine 4 (UE4)
- Utilized NeuroSky biosensors to capture real-time user feedback, integrating physiological data with behavioral observations for richer analysis
- Conducted ethnographic fieldwork and thematic analysis to understand user engagement and learning dynamics in serious game scenarios
- Combined qualitative insights and quantitative metrics to optimize in-game user flows, learning retention, and emotional resonance with content
- Delivered actionable insights that shaped content design and interaction models, enhancing both educational outcomes and player immersion

Product Research Manager

Renegade Insurance [03/02/2020 – 09/05/2021]

City: Kochi | Country: India

- Conducted mixed-method research (quantitative surveys, qualitative interviews) with statistical validation (95% confidence level) to drive product direction.
- Applied Non-negative Matrix Factorization (NMF) on survey data to extract behavioral clusters and develop data-driven user personas.
- Created journey maps and persona profiles using sentiment analysis and interaction data to inform UX strategy.
- Performed heuristic evaluations, task flow audits, and competitor benchmarking to identify and address usability gaps.
- Delivered actionable insights through structured reports and stakeholder workshops, aligning UX improvements with product and engineering goals.
- Assessed LMS platforms via feature-fit analysis and user feedback to ensure technical feasibility and optimal user experience..

Experience Designer (Content, Research)

EY [09/02/2015 – 07/07/2016]

City: Trivandrum | Country: India

- Led multiple projects in UX Writing and UX Research, focusing on crafting clear, user-centric content and conducting in-depth user research to inform design decisions.
- Developed pre-sales pitches for UX products, effectively communicating their value and impact to potential clients.
- Conducted accessibility evaluations and eye-tracking studies to ensure a seamless and inclusive user experience.
- Performed heuristic analysis of applications, identifying usability issues and recommending improvements for enhanced user interaction.
- Conducted research using NeuroSky for e-learning, measuring cognitive responses to optimize educational product design.
- Developed animations for UX products, studying their impact on user behavior and engagement to refine design strategies.

Editor

Chegg India [13/09/2013 – 16/01/2015]

City: New Delhi | Country: India

- Ensured adherence to instructional design and content guidelines for eLearning projects, maintaining consistency and quality across all materials.
- Trained Subject Matter Experts (SMEs) and Multi-Network Experts (MNEs) to uphold design and content standards in alignment with organizational goals.
- Designed and implemented LMS training programs for staff and SMEs, facilitating knowledge transfer and skill development within the organization.

Designer

Brihaspati Solutions [01/05/2010 – 31/07/2013]

City: Kochi | Country: India

- Created and designed content, illustrations, and visuals for articles, ensuring clear communication and engaging presentation.
- Developed a cohesive and visually appealing design style for written content, enhancing readability and user experience.

EDUCATION AND TRAINING

Master of Design

National Institute of Design, Ahmedabad [10/07/2016 – 30/04/2018]

City: Ahmedabad | Country: India | Website: <https://nid.edu/home> | Level in EQF: EQF level 8

Bachelor of Technology

College of Engineering Karunagappally [01/10/2006 – 01/05/2010]

City: Karunagappally | Country: India | Website: <https://www.ceknpy.ac.in/> | Level in EQF: EQF level 7

TOOLS AND SKILLSET

Research Skill Set and Tools

Skills

- Design Research and Methodologies
- Heuristic Evaluation and Analysis
- Eye Tracking and Usability Testing
- Qualitative and Quantitative Research Analysis
- Predictive UX and Behavioral Studies
- Cognitive Psychology in UX Design
- Research Operations (ResearchOps)
- Machine Learning in UX Design
- Accessibility and Inclusive Design
- UX Metrics and Benchmarking
- Enterprise Agile Methodologies
- Applied Statistics and Surveys
- Survey Design and Clustering Techniques
- Usability Testing and User Feedback Analysis

Software Proficiency

- DataTab
- Whisper
- Tobii Eye Tracker
- Atlas.Ti (Qualitative Data Analysis)
- JASP (Statistical Analysis)
- R / R Studio (Data Analysis and Visualization)
- Python / Colab (Programming and Data Science)
- NeuroSky (Cognitive Research and Biofeedback)
- Unreal Engine 4 (UE4) / Unity (Game Development and Simulation)

LANGUAGE SKILLS

Mother tongue(s): Malayalam

Other language(s):

English

LISTENING C2 READING C2 WRITING C2
SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

Italian

LISTENING A2 READING A2 WRITING A2
SPOKEN PRODUCTION A2 SPOKEN INTERACTION A2

Tamil

LISTENING B2 READING A1 WRITING A1
SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

Hindi

LISTENING C2 READING C2 WRITING C2
SPOKEN PRODUCTION C1 SPOKEN INTERACTION C2

Bengali

LISTENING B1 READING A1 WRITING A1
SPOKEN PRODUCTION B1 SPOKEN INTERACTION B1

German

LISTENING B1 READING A2 WRITING A2
SPOKEN PRODUCTION B1 SPOKEN INTERACTION B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

HOBBIES AND INTERESTS

Cinematography/Film Direction

Alongside my UX research work, I have a strong background in documentary filmmaking and visual storytelling. My short film *Thiranottam* was sponsored by the Ford Foundation, and my documentary *Rampatar* was officially screened at prestigious festivals including Woodpecker International Film Festival, Film Southasia, IDSFFK, and the Sharjah Film Festival.

This creative practice has directly enriched my ethnographic and qualitative research skills, enhancing my ability to observe, interpret, and represent user behavior with depth and empathy. Working closely with diverse communities and real-world narratives has taught me how to frame research questions, uncover unspoken needs, and translate lived experiences into actionable insights—core strengths in both exploratory and evaluative UX research

Link: <https://www.imdb.com/name/nm14293123/>