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**To whom it may concern,**

I'm writing to express my interest in joining your organization as a UX Researcher focused on human-AI interaction. My research journey has taken me from dusty shop floors in Ahmedabad to high-intensity trading screens in Bangalore—listening, watching, and trying to understand what users need, fear, and feel.

Over the last decade, I've developed a practice that blends qualitative empathy with quantitative rigor. I bridge diary studies, in-field interviews, and usability testing with automated pipelines—Python-based sentiment analysis, topic modeling, clustering, and statistical validation. Whether I'm interviewing novice traders frozen before their first order or decoding why a feature failed to earn trust, my goal remains the same: to translate emotion into clarity and behavioral change.

I've worked across fintech, OTT, FMCG, and now agentic AI systems. In these evolving relationships between humans and machines, I believe UX research must evolve too—from static usability metrics to behavioral trajectories and signal architectures.

To that end, I've built original frameworks:

- **TSM (Temporal Sentiment Modeling)** – tracks emotional shifts across tasks and sessions
- **ValTEx (Valence-Telemetry Exchange)** – maps loop signals in human-AI interaction
- **Drift Modeling** – detects where trust, intent, or clarity begin to decay

These frameworks aren't theoretical. In an OTT redesign, I conducted 30+ interviews, clustered 3,000+ coded responses, and surfaced patterns that reshaped prioritization. In a fintech app, I modeled drop-off points via emotional telemetry, helping improve first-trade success by uncovering trust gaps post-KYC.

To democratize these techniques, I author a blog series on *UX Research for AI Systems* and am currently training a GPT-based assistant (VAIA) on my case studies to help young researchers apply mixed methods at scale.

I'm excited by the possibility of joining a team where research is a foundation, not a formality—where emotional signals are tracked with as much rigor as success metrics. I'd love to bring my frameworks, fieldcraft, and automation mindset to your team.

Warm regards,

**Vivek Gopinath**

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# Vivek Gopinath

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## Summary

UX Researcher with over 10 years of experience in behavioral science, cognitive psychology, and applied statistics. Specializes in Mixed Methods Research, machine learning in UX, and emotional modeling for agentic AI systems. Adept at qualitative depth and quantitative scale—connecting interviews to telemetry. Strong focus on ethnography, feedback loop modeling, affective computing, and multilingual user studies. Experienced in ground-up research in fintech, OTT, FMCG, and AI.

## Core Competencies

- Mixed Method Research | Heuristic Evaluation | Eye Tracking | Usability Testing | Diary + Ethnographic Studies
- Sentiment Analysis | Topic Modeling | Emotional Valence Trajectory | Drift Detection | Trust Cycle Mapping
- Behavioral Modeling (CPM-GOMS, Fogg, Dual Process) | ML (NMF, PCA, K-Means, K-Prototypes)
- Survey Design | Thematic Analysis | Python, R, Whisper, Tobii, Atlas.ti, JASP, Colab
- ResearchOps | Accessibility | Data-Driven UX Strategy | Teaching + Mentorship

## Professional Experience

**Senior UX Researcher, Angel One** – Bangalore | Mar 2024 – Present

- Led UX research for stock trading platform; integrated PCA, clustering, and Whisper for end-to-end analysis
- Mentored junior researchers in behavioral frameworks and psychological modeling
- Developed reusable research frameworks for cross-team scalability
- Conducted sentiment analysis using LLMs; modeled funnel emotion drops using telemetry data

**Head of Design and Research, Frenz Intelligence** – Mumbai | Aug 2022 – Mar 2024

- Designed and executed mixed-method studies on movie discovery behavior
- Applied EFA and correlation modeling to refine content strategy and feature prioritization
- Defined personas using psychographic funnel analysis
- Aligned research with KPIs and enforced Design QA practices

**Lead Consultant - UX Research, Worxwide Consulting** – Gurgaon | May 2021 – Jul 2022

- Conducted 400+ interviews and surveys for travel and booking flows
- Applied behavioral economics (Dual Process Theory), thematic mapping, and cognitive load testing
- Delivered reports combining qualitative depth with quant correlation matrices

**Product Research Manager, Renegade Insurance** – Kochi | Feb 2020 – May 2021

- Used NMF clustering to segment users and identify trust decay points
- Conducted statistically validated mixed-method research for product pivots

**Design Researcher, Studio Aghora** – Kochi | May 2018 – Jan 2020

- Ran cognitive response studies for AR/VR games using NeuroSky
- Combined biosensor and behavioral data to optimize engagement loops

**Experience Designer (Content, Research), EY** – Trivandrum | Feb 2015 – Jul 2016

- Led UX writing and content-focused research projects for enterprise apps
- Conducted accessibility evaluations, eye tracking studies, and heuristic audits
- Designed UX animations and studied their behavioral impact on users

### Earlier Roles: Chegg, Brihaspati Solutions –

- Focus on instructional design, LMS training, and visual communication

## Education

Master of Design, National Institute of Design – Ahmedabad | 2016 – 2018

Bachelor of Technology, College of Engineering Karunagappally – Kerala | 2006 – 2010

## Research Projects + Frameworks

- **TSM (Temporal Sentiment Modeling)** – tracks emotional state shifts across journeys
- **ValTE<sub>x</sub> (Valence-Telemetry Exchange)** – maps user-AI emotional loops
- **Drift Modeling** – detects intent and trust shifts in long-term AI interaction

## Blog + Portfolio

- Blog series on *UX Research for AI Systems*: methods, automation, loop models
- Portfolio: <https://www.uxguy.in>

## Languages

English (C2), Hindi (C2), Malayalam (Native), Tamil (B2), Bengali (B1), German (B1), Italian (A2)

## Interests

Ethnography | Documentary Filmmaking (*Rampatar*, *Thiranottam*) | Emotional Design | Chess