

# Radhika Udainia

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## Summary

**User Experience Researcher** with a focus on **human-centered design**, **qualitative research**, and **system-level insights**. Experienced in conducting **interviews**, **usability tests**, **ethnographic studies**, and **accessibility audits**. Skilled at synthesizing user behavior into actionable design inputs and service improvements. Currently pursuing B.Des in **User Experience Design** at Jagran Lakecity University.

## Skills

- **UX Research:** User Interviews, Contextual Inquiry, Usability Testing, Ethnographic Research, Survey Design, Affinity Mapping, Thematic Analysis, Insight Synthesis, Persona Development, User Journey Validation
- **System Thinking:** Journey Mapping, Service Blueprinting, Ecosystem Mapping, Information Architecture, Task Flow Analysis, Experience Mapping, Task Analysis, Problem Framing
- **Design Tools:** Figma, Framer, FigJam, Miro, Adobe Illustrator, Photoshop, Flutterflow, Canva,
- **Data & AI Tools:** Google Forms, Sheets, Docs, Trello, Notion, Excel, Typeform, JIRA, Word, Maze, Notably, Trymata
- **Soft Skills:** User Empathy, Critical Thinking, Stakeholder Communication, Collaboration, Detail Orientation

## Work Experience

### UX Design & Research Intern

Reliance Industries Ltd - Petchem-IT

July 2024 - Oct 2024

- Conducted stakeholder interviews across 4 departments to capture qualitative pain points in service flows.
- Designed and tested a **Customer Feedback Index** system using emoji metrics and dropdowns.
- Synthesized feedback data to create a prioritization matrix, reducing dashboard review time by **30%**.

*Tools: Google Forms, Sheets, Figma, Canva, Notion, Word, FigJam*

## Projects

### Accessible Door Handle Design

March 2025 - May 2025

- Conducted **30+ interviews and field tests** with elderly and differently-abled users across 5 cities.
- Identified barriers in grip, door directionality, and physical effort through **task-based usability testing**.
- Proposed and validated an **ergonomic handle and dial mechanism**, compliant with **WCAG 2.1, BIS & ISO 21542**.
- Outcome: **70%** reduction in physical strain and positive adoption readiness across testers.

*Tools: Figma, Notably, Miro, Notion, FigJam, Blender, Word*

### Legal Services Platform Design

Sept 2024 - Dec 2024

- Led user research for a legal app, surveying **300+ users** and interviewing **10+ advocates and clients**.
- Mapped pain points in onboarding, document access, and consultation flows using **affinity clustering**.
- Developed research insights that informed a **multi-role service blueprint** and content hierarchy.

*Tools: Google Forms, Illustrator, Figma, FigJam, Canva, Excel, Word*

### Bhedaghat Marble Craft Ethnographic Study

Feb 2024 - May 2024

- Immersed in daily routines of 5+ artisans to observe work behavior, health risks, and cultural design values.
- Captured insights through **contextual inquiry** and **photographic documentation**.
- Proposed a **dust-filtration health mask** and a community-based model for artisan empowerment.

*Tools: Figma, Notion, Illustrator, Google Sheets, Maze AI, Photoshop, Google Doc*

### Sail GP Service Ecosystem Research

Dec 2023 - Jan 2024

- Interviewed technical teams to map service flow in international sailing logistics.
- Created **service blueprints and stakeholder maps**, revealing delays in team communication and handoffs.
- Delivered actionable documentation for performance-enhancing interventions.

*Tools: Figma, FigJam, Miro, Trymata, Notion, Excel, Illustrator, Google Doc*

### BookMyShow Help Center UX Audit

Aug 2023 - Sept 2023

- Evaluated mobile help experience using **Nielsen Norman heuristics** and competitor benchmarks.
- Ran **task-based usability testing** to pinpoint drop-off areas in navigation and issue search.
- Suggested IA refinements and support flows aimed at improving resolution by **40%**.

*Tools: Figma, Framer, VisualEyes, Testbirds, Notion, FigJam, Word*

## Education

### B.Des - User Experience Design

Jagran Lakecity University, Bhopal

2022 – 2026 (Expected)

## Awards & Certifications

- **Generative AI Masterminds Course** - Outskill (2025)
- **Academic Excellence Award** - Jagran Lakecity University (2023)
- **AIU National Debate** - Mewar University (2022)
- **Essay Writing Winner** - Drishti National Essay Competition, Reliance Foundation (2019)