MAYANK GUPTA

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PROFESSIONAL SUMMARY:
UX Researcher with a foundation in regulated medical content, product workflows and software engineering. Experienced in generative and evaluative research, usability testing, information comprehension, and insight synthesis. Previously worked with global brands such as ExxonMobil, Caterpillar, Toyota and Kenvue, helping teams make informed, user-centered decisions.

SKILLS:
Research Methods: Generative research, evaluative research, usability testing, field studies, surveys, diary studies, focus groups, competitor benchmarking
Analysis & Synthesis: Qualitative and quantitative analysis, insight synthesis
Collaboration: Stakeholder alignment, cross functional communication
Tools: Figma, Maze, UserTesting, Miro, Excel, Notion
Technical Literacy: SQL (basic), HTML/CSS (basic), AWS

EXPERIENCE

Mphasis Limited   **Bengaluru**
Multinational information technology services and consulting company
Senior Associate Product & Research   *February 2024-Present*
- Conducted contextual inquiry and in-depth user interviews with 8 participants to understand how they interpret OTC labels.
- Ran a diary study over 3 days with 2 participants to observe how frequently they referenced label information.
- Ran usability tests using Maze on redesigned label prototypes.
- Conducted A/B tests to compare original and improved labels, measuring task success rate and confidence.
- Used Google Forms to conduct structured surveys and compiled results using Google Data Studio.
- Analyzed success rates, error patterns, and subjective feedback.
- Reviewed 10 OTC drug labels from top competitors and benchmarked their layout, hierarchy, and icon use.
- Improved task success rate by 35% in label comprehension (compared to baseline).
- Users preferred redesigned labels 87.5% of the time in A/B tests.
- Reinforced a "research culture mindset" by encouraging peer feedback and showcasing impact visuals in presentations.

Software Engineer - Mphasis   **Bengaluru**
                                                                                                                     January 2022- February 2024
- Developed and maintained backend and frontend components using Java, HTML, CSS and SQL, gaining a strong understanding of system behavior and data structures.
- Collaborated closely with product managers and designers to translate requirements into functional implementations, strengthening cross team communication skills.
- Analyzed feature requests and defects using JIRA, contributing to root cause identification and workflow improvements.

Surya Roshni Limited   **Gwalior**
Indian multinational company
Intern   *June 2019*
- Studied lighting product ergonomics and user-centric design in manufacturing. Understood the role of usability, safety, and cross-functional feedback in shaping better hardware experiences.

EDUCATION

Rajiv Gandhi Proudyogiki Vishwavidyalaya,   **Bhopal**
Oriental Institute of Science & Technology, Bhopal
Electronics & Communication Engineering (B.Tech)   *CGPA:7.81   May 2021*

ADDITIONAL INFORMATION

Certifications: AWS Certified Cloud Practitioner, Simplilearn- Java Full Stack Developer
Languages: English (Fluent), Hindi (Native)