Mayank Gupta
UX Researcher

Email: [contact info placeholder] | **Portfolio:** matrixmayank.github.io

PROFESSIONAL SUMMARY

UX Researcher with strong technical and product background. Specializes in evidence-driven research, translating user insights into actionable product decisions. Experience in healthcare, regulated content, and complex workflows. Brings clarity where teams are guessing through mixed-methods research and rigorous analysis.

CORE COMPETENCIES

- User Interviews & Usability Testing
- Heuristic Evaluation & Contextual Inquiry
- Journey Mapping & Persona Development
- Insight Synthesis & Affinity Mapping
- Diary Studies & Research Operations

RESEARCH PROJECTS

1. Accessible Health Monitoring App for Aging Users

- Conducted mixed-methods research to improve usability and adoption for users aged 60+
- Led usability testing sessions and contextual inquiries
- Delivered actionable insights that improved task completion rates

2. Job Discovery App for Unskilled Migrants

- Researched trust, motivation, and barriers to job discovery among migrant workers
- Conducted in-depth interviews and diary studies
- Identified key pain points in the job search process

3. OTC Drug Label Redesign Research

- Reduced comprehension errors in over-the-counter drug labels
- Applied structured research methodology and heuristic evaluation
- Collaborated with regulatory teams on compliant design solutions

TECHNICAL SKILLS

Tools: Figma, Miro, Notion, Whimsical, Excel, PowerPoint
Technical: SQL & data analysis, workflow automation, regulated documentation
Domain: Healthcare, labeling & regulatory content, product workflows

ADDITIONAL STRENGTHS

- Data literacy and analytical thinking
- Cross-functional collaboration with engineering teams
- Experience with regulated documentation and workflows
- Ability to break down complex systems into clear components