

# NEHALI PATEL

10365 SW 58th ST, Miami, FL 33173 | 305-799-3144 | [nehalikpatel@gmail.com](mailto:nehalikpatel@gmail.com)

With 12+ years of experience, I conduct mixed-methods research to uncover actionable insights that drive product growth. I am a collaborator who translates complex insights into compelling narratives that shape product, design, and marketing roadmaps.

## EXPERIENCE

### **Freelance**

*Lead User Researcher*

**Miami, FL**

*May 2024 - Present*

- Lead user research for startups, uncovering insights to drive product and design decisions and go-to-market strategies

### **Peloton Interactive**

*Director of User Research, Growth & eCommerce*

*Senior Manager of User Research, Growth & eCommerce*

**New York, NY**

*August 2022 - May 2024*

*January 2021 - August 2022*

- As one of the first two researchers on Peloton's Growth & eCommerce team, I established and grew the user research program from a 2-person US-based qualitative research team to an 8-person global mixed-methods research and operations team
- Collaborated with product, design, analytics, engineering & marketing teams to uncover knowledge gaps and define insights roadmap
- Defined and led a range of research studies that informed product and marketing decisions, influenced roadmap priorities, and led to direct metrics improvements (i.e., acquisition, conversion, and retention)
- Optimized team structure and efficiency by building processes, defining leveling & hiring strategy, selecting vendors, managing budgets & forecasting, encouraging a test & learn culture, and championing personal development through growth initiatives

### **PricewaterhouseCoopers LLP | Experience Center**

*Manager, User Research & Product Strategy*

*Senior Associate, User Research & Product Strategy*

*Experienced Associate, User Research & Product Strategy*

**Chicago, IL**

*July 2019 - October 2020*

*July 2015 - June 2019*

*May 2013 - July 2015*

- Appointed as product strategist of an enterprise team of ~40 individuals to build a new B2B e-commerce responsive website for a leading snack & beverage corporation
- Led UX workstreams for 7 Fortune 500 clients from research through solution implementation, ensuring the team humanized every decision and brought empathy for the user to bear in every facet of delivery
- Defined product roadmap and prioritized features and user stories for team to develop a pharmaceutical application that automates the reporting of drug side effects to the FDA using machine learning, successfully leading to ~\$3 million for the next phase of work
- Managed PwC team through design thinking process to build and test prototypes that streamlined data review activities, by understanding users' needs, motivations, and pain points and developing user stories, personas, and journey maps to enable ideation
- Identified actionable insights for design and development team to build a more effective cross-device customer data platform for a leading hotel chain by traveling globally to serve as a mystery shopper and analyzing survey results of 1000+ associates
- Co-led the creation of PwC's first Usability Testing Service offering which puts digital solutions in the hands of real users in order to identify risks, issues, and opportunities ahead of product launches; saved clients \$50K - \$100K per project through this initiative

### **BGT Partners (acquired by PwC in November 2013)**

*Project Manager*

**Hallandale Beach, FL**

*August 2012 - May 2013*

- Co-managed marketing strategy and timeline for Carnival Cruise Line's \$155 million Sunshine Ship Transformation and assisted with strategies for sales, email marketing campaigns, display / retargeting advertising, mobile website and booking engine

## EDUCATION

### **Kellogg School of Management | Northwestern University**

*Masters in Business Administration (MBA)*

Leadership: Women's Business Association (VP of Allyship) and Marketing Club

**Chicago, IL**

*2018 - 2021*

### **University of Miami**

*B.B.A, Marketing & Management*

Leadership & Awards: Dean's List, Athletic Director's Honor Roll, Cross Country and Track & Field Team Member

**Coral Gables, FL**

*2008 - 2012*

## SKILLS

Mixed-methods research - user interviews, usability testing, survey design, journey mapping, diary studies, competitive analysis, heuristic analysis, ethnography, card sorting, A/B testing, focus groups, research roadmapping, research benchmarking, workshop definition