

NEHALI PATEL

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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

Miami, FL

Lead User Researcher

May 2024 - Present

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

Peloton Interactive

New York, NY

Director of User Research, Growth & eCommerce

August 2022 - May 2024

Senior Manager of User Research, Growth & eCommerce

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

Chicago, IL

Manager, User Research & Product Strategy

July 2019 - October 2020

Senior Associate, User Research & Product Strategy

July 2015 – June 2019

Experienced Associate, User Research & Product Strategy

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)

Hallandale Beach, FL

Project Manager

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

Chicago, IL

Masters in Business Administration (MBA)

2018 - 2021

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

University of Miami

Coral Gables, FL

B.B.A, Marketing & Management

2008 - 2012

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

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