



PRASANTH V

User Experience Researcher

My Contact

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📍 Bengaluru, KA

Skills

- Qualitative Research
- Indepth Interviews
- Participant Recruitment
- Usability Testing
- A/B Testing
- Card Sorting
- Primary Research
- Secondary Research
- Market Research
- Thematic Analysis
- Report Writing
- Collaboration
- Presentation Skills
- Problem Solving
- Project Management

Tools

- OptimalSort
- Google Meet
- Recall
- Qualtrics
- Figma
- G Suite
- Salesforce

About Me

Experienced and dedicated User Experience Researcher with 6 years in the field, including 3 years focused on UX research. Passionate about leveraging insights for impactful product design and heightened user satisfaction. Skilled in employing diverse research methodologies to uncover user needs. Eager to contribute expertise to enhance user experiences in a dynamic and innovative work environment.

Professional Experience

Google (UXR) via Artech info systems – Jan 2023 to Present

- Identified strategic problem areas in Google Ads, focusing on billing and identity management.
- Formulated research plans with interviews and surveys targeting user needs in these domains.
- Executed foundational research studies in Google Ads, specifically within billing and identity management.
- Collaborated with cross-functional teams, including design, analytics, product management, and customer support.
- Conducted research recruitment for the studies, overseeing participant selection and scheduling.
- Presented and shared research results with stakeholders, devising business plans and proposals.
- Conducted open-ended interviews with Google Ads customers, building key relationships and gaining insights in billing and identity management.

Flipkart Internet Pvt Imtd | Sr. Exec Product(Research)

2018 Oct – 2022 Jan (2018 – 2020 Feb Contract role – Ascent HR)

- Led pivotal roles in Flipkart, contributing to the development of the Voice Assistant and spearheading A/B testing integration for data-driven improvements.
- Conducted extensive research on diverse features, employing methodologies like surveys and interviews to enhance user-centric design.
- Collaborated cross-functionally, ensuring seamless integration of agile development and presenting research findings to foster a user-centric culture

Education

- B.Tech(EEE)– JNTU Anantpur 2014

Hobbies

- Outdoor games
- Cycling
- Cooking

Languages

- English
- Telugu
- Tamil
- Hindi

LIV.AI Pvt Lmtd.(Acq. by Flipkart)| **Product ops 2017 Aug– 2018 Oct**

- Secondary research on competitor products to understand and enhance our products
- Interacting with end users of the product to understand the pain points and update the product accordingly
- Creating customer journey maps for seamless user experience throughout the product
- Understanding the audio and helping the technical team to update it to AI model