Prasanth V - Senior UXR

About Me

Accomplished UX Researcher with over 6 years of experience in research and 4 years specifically in UX research. Proven track record in identifying and addressing usability issues across diverse platforms. Experienced in enhancing internal audit tools at EY, optimizing mobile billing and identity management for Google Ads, and integrating A/B testing and data annotation tools at Flipkart. Skilled in developing and executing research plans, collaborating with cross-functional teams, and translating user insights into actionable design solutions. Adept at managing participant recruitment, presenting strategic recommendations, and fostering a user-centric culture.

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
- Data Analysis
- Report Writing
- Collaboration
- Presentation Skills
- Problem Solving
- Project Management

Tools

- OptimalSort
- Recall
- Qualtrics
- Figma
- Condens
- Maze
- MS Office
- Salesforce
- G Suite

Professional Experience

Ernst & Young - Via Tech Mahindra - Senior UX Researcher
Jan 2024- Present

- Identified and addressed key usability issues in EY audit tools through wireframe reviews and concept validations
- Executed research plans using Maze and Condens, gathering user insights for actionable design improvements.
- Conducted comprehensive studies on tagging, navigation, and process efficiency, leading to enhanced tool usability.
- Collaborated with cross-functional teams to translate research findings into effective design solutions.
- Managed participant recruitment with Qualtrics, ensuring relevant feedback for studies, and presented strategic recommendations to stakeholders.

Google - Via Artech Info Systems - UX Researcher
Jan 2023 to Dec 2023

- Executed variety of research studies in Google Ads, specifically within mobile billing and identity management.
- Formulated research plans with interviews and surveys targeting user needs in these domains.
- Collaborated with cross-functional teams, including design, and product management
- 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.

Education

- B.Tech(EEE)- JNTU Anantpur 2014

Hobbies

- Outdoor games
- Cycling
- Cooking

Languages

- English
- Telugu
- Tamil
- Hindi

Flipkart Internet Pvt Ltd. - *Sr. Exec Product(Research)*
2018 Oct – 2022 Jan (2018 - 2020 Feb Contract role - Ascent HR)

- Spearheaded A/B Testing Integration: Led the onboarding of an A/B testing platform at Flipkart, collaborating with product managers to tailor the tool to organizational needs. Conducted research through surveys and interviews, addressing pain points and driving data-driven improvements.
- Enhanced AI Voice Assistant: Led user research for a data annotation tool, collaborating with data science teams to streamline processes and improve AI performance, enhancing the Flipkart AI voice assistant's responsiveness.
- Cross-Functional Collaboration: Worked with cross-functional teams to integrate agile processes and ensure seamless tool adoption. Presented research insights to stakeholders, promoting a user-centric culture across the company

LIV.AI Pvt Ltd.(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
- Analysing the AI models output and helping the technical team to update it to AI model