

Srishti Jain

Mixed-methods researcher | UX Researcher

+91-9468544001 jainshivi.rb@gmail.com [LinkedIn](#)

Relevant Experience

UX Researcher - Entropik Technology

Sept 2024 - Present | Chennai, Tamil Nadu

Using Emotion AI and eye tracking to provide insights:

- Planned, scoped, strategized, managed 10+ research projects and multiple research-driven design projects from beginning to end in various domains of including B2B e-commerce, Media & Entertainment, Furniture, Advertising, Consumer goods, Financial Services and Fantasy Gaming.
- Collaborated with UX/UI designers and product/service stakeholders to test and validate design concepts through usability testing, including live app testing, prototype evaluations, and satisfaction surveys, to assess user interactions with the current system.
- Worked with cross-functional teams and communicated user research insights and findings across UX, UI design, development, product management and marketing teams.
- Planned and conducted exploratory, generative and evaluative user research for projects from domains such as E-commerce, Media & Entertainment, Furniture, Advertising, Food supplements, Fantasy Gaming and Financial Services.

Associate UX Researcher - Crimson AI

Aug 2022 - Sept 2024 | Mumbai, Maharashtra

- Conducted design audits for 10 plus features and new features to identify issues by usability testing, created wire-frames and low-fidelity designs to conceptualize ideas, and gather quick feedback, and tracked engagement metrics to inform data-driven decision-making for continuous product improvement,improving month-on-month growth.
- End-to-end management of over 30 user research studies in B2B/B2C domain, employing mixed methodologies (both qualitative and quantitative), including user interviews, surveys, competitive audits, heat-map analysis, and click-stream analytics to understand user behavior. Communicated actionable recommendations and coordinated with marketing, product, design, language, and data science teams to optimize strategies and drive business growth through improved product performance.
- Created and managed a competitor research document, providing strategic insights to Marketing, B2B sales, and product managers, ensuring the team’s approach was aligned with current market dynamics.
- Implemented an in-product user feedback system, streamlining feedback collection, enabling actionable insights for product iterations, and fostering a user-centered approach for product development
- Created user personas, journey maps, and empathy maps to uncover user needs and pain points, driving more empathetic and user-centered product decisions.
- Involved in scoping, planning, managing, designing, and facilitating user research & usability testing activities remotely for various projects.

Master's Thesis: Interference in Recall for the Features of a Single Object upon Repeated Probes

Aug 2021 - Jan 2022 | Centre for Creative Cognition, S.R. University , Warangal

Guide: Director and Assistant Prof. Rakesh Sengupta

- Designed Visual Working Memory Experiments, to study the errors in recall for the features of a single object, using MATLAB, and PsychToolbox(v-3).
- Established a standard process for participant recruitment for continuous data collection process.
- Conducted statistical analysis using MATLAB to draw results and conclusions.

Education

Dual Degree B.Tech -M.Tech in Cognitive and Neuroscience

2016 - 2021 | Centre for Converging Technologies | University of Rajasthan, Jaipur, Rajasthan

Skills

User Interviews
Usability Testing
User Research
User Flows
UX Audits
Wireframing
User-centric Solutions
Creating Surveys
Competitor Research
Qualitative and Quantitative Research
Prototyping
Statistical Analysis
Information Architecture
Storyboarding
Teamwork and Collaboration
Sharing Actionable insghits with the stakeholder
Stakeholder management
Empathy Mapping
Journey Mapping
Data Analysis
Journey Flows
Card Sorting
A/B testing
Usewr Personas
Remote user testing
Heatmap Analysis

Technical Skills

Amplitude
Mlxpanel
Figma
Miro
Metabase
Hotjar
Lucky Orange
Crazy Egg
Jotform
Google Analytics
Python
MATLAB
C/C++
Qatalyst
Decode

Language

English
Hindi