

Srishti Jain

Mixed-methods researcher

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An Associate UX Researcher with over 2 years of experience, specializing in both qualitative and quantitative research methods to drive product development for more than 10 new features. Skilled in conducting user interviews, usability tests, competitor research, and data analysis to uncover patterns and address user pain points. A collaborative approach with cross-functional teams, leveraging agile methodology, I have consistently delivered actionable insights, resulting in significant improvements in user retention, growth, and enhanced overall user experience through user-centric product development. I look forward to the opportunity to contribute my expertise to your team's goals.

Skills

User Interviews

Usability Testing

Surveys

Competitor Research

UX Audits

User Centric Solutions

Fundamental Research

Statistical Analysis

Wireframing

Prototyping

Product Scope

Product Scope

Information Architecture

Market Research

User Flows

Data Analysis

Competitive Analysis

Prototype testing

Card Sorting

Empathy and Journey Mapping

Experience

Associate UX Researcher - Crimson AI

Aug 2022 - Sept 2024 | Mumbai, Maharashtra

- Conducted design audits for **10 plus features** and new features to identify usability issues, created **wireframes 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, and led the successful launch of **AI-powered paraphraser tool, variour plagiarism checks, multilingual suggestions** leading to **30% month-on-month growth** in Editor's engagement since launch
- Assisted in research, redesign and launch of AI-powered automatic grammar proofreading feature based on comprehensive **user research, user flows, journey maps and lo-fi; leading to 2x more conversions in feature usage.**
- End-to-end management of over 30 user research studies employing mixed methodologies (both qualitative and quantitative), including **user interviews, surveys, usability studies, UX audits, competitive audits, heatmap analysis,** and **clickstream analytics** to understand user behaviour, needs, pain points and expectations. Shared actionable recommendations with marketing, language, data science, and product teams to optimize strategies and drive business growth through improved product performance.
- Analysed and maintained **competitor market research** document. This facilitated invaluable insights across teams, ensuring alignment with market trends and competitor landscape.
- Played a pivotal role in **incorporating user feedback** obtained during user research studies into the **product development cycle,** driving the introduction of 10 new features and feature revamps to better cater to user needs, resulting in **15% increase** in user **retention** and satisfaction.

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).
- Collaborated with the university students to create a participant pool for continuous data collection process.
- Conducted statistical analysis using MATLAB to draw results and conclusions.

Technical Tools

Mixpanel

Amplitude

Hotjar

Metabase

Lucky Orange

Crazyegg

Jotform

Figma

Miro

Psychopy

jsPsych

MATLAB

Python

C/C++

Qatalyst

Decode

Education

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

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

Honorable Mentions

University Gold Medallist - University of Rajasthan, Jaipur| July 2022

For standing first in order of merit at Dual Degree B.Tech- M.Tech in Cognitive and Neuroscience.