SHASHWITA VERMA

Lead UX Researcher | UX Research | Product Research | Generative AI Research
Mumbai, India | +91 7497920139 | shashwita752verma@gmail.com | linkedin.com/in/shashwita-verma

PROFESSIONAL SUMMARY

UX Researcher with 4+ years of experience leading mixed-methods research across AI-first products, fintech, healthcare, and consumer technology. Experienced in driving 0-to-1 product discovery, foundational research, usability evaluation, and strategic research programs that shape product direction and improve user experiences. Skilled at translating complex user behaviors into actionable insights through qualitative and quantitative research, partnering closely with Product, Design, Engineering, and business stakeholders to influence product strategy and roadmap decisions.

CORE SKILLS

UX Research

Mixed Methods Research • Foundational Research • Generative Research • Evaluative Research • Exploratory Research • Strategic Research • 0-to-1 Product Research • Discovery Research • Behavioral Research

Research Methods

User Interviews • Contextual Inquiry • Usability Testing • Prototype Testing • Cognitive Walkthroughs • Ethnographic Research • Field Studies • Diary Studies • Surveys • Screeners • Heuristic Evaluation • Unmoderated Research • Comparative Studies

Research Deliverables

Research Planning • Research Roadmaps • Research Documentation • Insight Synthesis • Journey Mapping • Persona Development • Workflow Mapping • Gap Analysis • Opportunity Identification • Research Presentations • Stakeholder Workshops

Product Domains

Generative AI • AI Products • Healthcare Technology • Fintech • Digital Payments • UPI • B2B Products • Consumer Products • Enterprise SaaS

Collaboration

Cross-functional Leadership • Product Strategy • Requirements Gathering • Stakeholder Management • Design Thinking • Data-driven Decision Making • Research Storytelling • Mentorship

Tools

Figma • Miro • Axure RP • User Experior • CleverTap • Notion • Microsoft Excel • Adobe Creative Suite • Gemini • Claude • Perplexity • NotebookLM

PROFESSIONAL EXPERIENCE

Lead UX Researcher
IKS Health May 2025 – Present

- Managed end-to-end research programs across 10-12 complex initiatives spanning Revenue Optimization (RO), Clinical Support Services (CSS), and Value-Based Care (VBC), translating business requirements into research-driven product decisions.
- Owned the complete research lifecycle for new product initiatives, defining research strategy, aligning stakeholders, planning studies, synthesizing insights, and delivering actionable recommendations.
- Led foundational and generative research for multiple 0-to-1 healthcare products, conducting stakeholder interviews, workflow mapping, persona development, and gap analyses to establish product direction.
- Spearheaded discovery research for AI-first automated clinical documentation systems, analyzing end-to-end healthcare workflows to optimize internal medical scribe operations and validate external client-facing experiences.
- Partnered closely with Product Managers, UX Designers, Engineers, and business leaders to prioritize product opportunities using evidence-based research.

UX Research, Design & Strategy
Turian Labs Apr 2024 – Mar 2025 | Pune

- Conducted qualitative research including interviews and cognitive walkthroughs to understand alternative payment behaviors beyond UPI and credit cards, informing product opportunities within the Google Pay ecosystem.
- Led user research investigating motivations, behaviors, and platform preferences of Tier-2 Indian content creators, generating insights that informed YouTube product experience recommendations.
- Performed comparative usability evaluations of YouTube Create against competing mobile video editing platforms to identify usability gaps and feature opportunities.
- Evaluated user experiences across multiple Google Gemini use cases, including general productivity and education workflows, synthesizing qualitative insights into product recommendations.

UX Researcher
IIFL Group May 2022 – Mar 2024 | Mumbai

- Led UX research across 10–12 diverse financial products, including OneUp (IPO), Pledge, BNPL, AAA, AAA Hot Leads, GemRush, Mutual Funds, Watchlist, and Company Pages.
- Identified product usability gaps and customer pain points by conducting summative research using user interviews, usability testing, ethnographic research, and contextual inquiry.
- Collaborated closely with Product, Engineering, Backend, Onsite, and Operations teams to understand product workflows and ground-level operational processes, enabling informed UX decisions and product strategy.
- Led end-to-end research for the AAA franchise business, combining quantitative data with primary user research to identify key pain points and recommend product improvements. Developed personas and user matrices for primary and secondary user groups.
- Reduced pledge journey funnel drop-offs by 20% and increased conversions by 4× through usability testing, user interviews, and evidence-based design recommendations.
- Conducted on-floor usability studies for AAA Hot Leads and the OneUp NCD bidding platform, contributing to the generation of 4,000+ qualified leads supporting approximately ₹295 Cr in Assets Under Management (AUM).
- Planned and executed mixed-methods research by combining user interviews, ethnographic observation, contextual inquiry, usability testing, and behavioral analysis to support strategic product decisions across multiple product initiatives.
- Mentored UX research interns on heuristic evaluation, Gestalt principles, qualitative research methodologies, usability testing, insight synthesis, and UX research best practices.

EDUCATION

Bachelor of Design (Product Design) | Silver Medalist
Uttar Pradesh Institute of Design, Noida · 2017 – 2021

ACHIEVEMENTS

- Facilitated a UX Research Workshop for 30 design students, achieving 95% participant recommendation and 88% perceived career relevance.
- Conducted an Emotions in Design workshop for 30+ students, exploring psychological principles influencing digital product experiences and interaction design.