PRITHVI KUDVA

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USER EXPERIENCE RESEARCHER
Sound Technical Expertise | Human-Centered Design | Research Adaptability | Visual Storyteller

Dynamic career with a proven track record of driving business success by applying deep knowledge in qualitative and quantitative research, coupled with user-centric solutions. Adept at handling complex data and communicating research findings, leveraging rapid comprehension, methodological agility, and compelling presentation skills.

SKILLS

Research Methods: Interviews | Observation and Ethnography | Contextual Inquiry | Survey | Card Sorting | Usability Testing | Heuristic Evaluation | Concept Testing

Data Analysis and Synthesis: Thematic Analysis | Affinity Mapping | Personas | Journey Maps | Storyboards

User-Centered Design: Design Thinking | Wireframing | Prototyping | Lean UX

Software: Optimal Workshop | EnjoyHQ | Userlytics | Qualtrics | Figma | Sketch | Adobe Suite | Miro

Programming: Java | SQL | R | SPSS | Arduino

EXPERIENCE

User Experience Researcher | Juniper Networks | Chicago, IL (Remote)   Mar 2022 – Dec 2023
Credited with uncovering crucial user pain points and opportunity areas through the planning, execution and presenting of comprehensive research on customer journeys.
- Transformed new user onboarding with animated video showcasing key pain points, securing substantial funding for a 5-project program.
- Championed process optimization, reducing research recruitment and logistics time by half through developing a unified participant tracker and establishing a data maintenance protocol.

Senior Researcher | Ipsos North America | Chicago, IL   Jun 2021 – Mar 2022
Led research for Tech and E-commerce clients, coordinated with vendors and reported findings. Collaborated with stakeholders to transform data into impactful recommendations.
- Uncovered 7 mobile UX improvements for retail client, by leading a mixed-method study with >300 participants driving stakeholder action.
- Reinvigorated FAANG's rolling research program by uncovering new research avenues through a 6-country meta-analysis, securing additional projects for Ipsos.

UX Research Associate | Bentley User Experience Center | Waltham, MA   Jan 2020 – Dec 2020
Collaborated with senior consultants to execute research and usability evaluations, provided clients with reliable data to produce optimal UX outcomes.
- Engaged virtual audience of 400+ with storytelling and visual aids during telemedicine UX webinar, resulting in high engagement.
- Facilitated a co-creation workshop, to gain insights that empowered a Robotics client to develop human-centered features.

UX Researcher | Lollypop Design | Bangalore, India   May 2018 – Jul 2019
Led the translation of requirements into plans and timelines, conducted research, reported findings, defined templates and contributed to product design sprints in a cross-functional fast paced environment. Coached and mentored Interns.
- Boosting user engagement for diverse audiences, my ethnographic study with 185 non-English users in India led to a more inclusive mobile video app design, fostering wider reach and adoption.
- Bolstered client's e-commerce sales 5x via targeted UX upgrades through contextual inquiry, heuristic evaluation, and complaint analysis.
- Redesigned a mobile AI chatbot for a healthcare sector client, identifying 13 critical usability issues through a 3-day rapid iterative testing study, and delivered a user-friendly prototype.

Associate Consultant | Adobe | Bangalore, India   Jun 2014 – Jun 2016
Endeavored high quality website development through comprehensive functional testing and validation against design specifications, ensuring seamless user experiences on AEM-powered platforms.

EDUCATION

Master of Science / Human Factors in Information Design | Bentley University – McCallum Graduate School of Business | Waltham, MA | May 2021

Master of Design/Interaction Design | National Institute of Design| Bangalore, India | May 2018

Bachelor of Engineering/Information Science and Engineering | BMS College of Engineering | Bangalore, India | Jun 2014