

# Rakshita Sachdev

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## SUMMARY

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Dedicated User Experience Specialist with over four years of experience, engrossed in delivering exceptional experiences that have a lasting impact. Proficient in conducting precise usability testing, thorough competitive analysis, and meticulous user interviews to enhance product performance. Capable of transforming raw data into actionable insights that consistently elevate user satisfaction. Passionate about utilizing diverse research methodologies to empower organizations to deliver top-tier end-user experiences.

## CORE COMPETENCIES

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**Technical skills:** A/B Testing, Card Sorting, Competitive Analysis, Critical Thinking, Cross-functional Collaboration, Data Analysis, Design Validation, Design Problem Solving, Empathy, Eye-tracking, Heatmap Analysis, Heuristic Evaluations, Information Architecture, Interaction Design, Java Programming, Journey Mapping, Persona Development, Prototyping, Qualitative Research, Stakeholder Analysis, Trend and Forecasting, Usability Testing, User Flow Optimization, User Experience Design, User Experience Testing, User-Centered Design (UCD).

**Software Skills:** Adobe Creative Suite, Axure, Balsamiq, Figma, Hotjar, Microsoft Office Suite (Word, Excel, PowerPoint), Miro, Mural, Optimal Workshop, Respondent.io, Qualtrics, Usertesting.com, Validately.

## WORK EXPERIENCE

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**Google (Contract provided by Ad Astra), Gurugram, India**

*User Experience Researcher*

08/2021 - 06/2023

- Illustrated UX strategy, development, and evaluation expertise by actively participating in product initiatives and conducting foundational, iterative, evaluative, and strategic research.
- Gathered qualitative user feedback to gain insights on local and use case-specific needs within sprint themes and partnered in a bi-weekly research program to obtain continuous feedback and enable prompt iteration cycles.
- Supplied educational materials and acted as a cultural translator to foster the team's understanding of Indian culture and context.
- Translated design & research assets and defined success metrics to measure the performance of a minimum viable product and feature set.
- Provided advice on product roadmap and strategy, consulting existing data and synthesizing incoming data across research tracks.

**KPMG, India, Gurugram, India**

*Associate Consultant- Design Researcher*

05/2020 - 08/2021

- Acted as a Generalist UX Design Researcher, planning user research activities and implementing the most appropriate research methods.
- Joined forces with critical stakeholders to co-develop and track user research goals while leading the development of test prototypes.
- Proactively defined and communicated a quarterly roadmap for all user research and testing initiatives in alignment with the product's service development objectives.
- Identified suitable qualitative or quantitative research techniques for product/market/consumer analysis.
- Generated and shared insights to drive strategy and execution while preparing and delivering user personas, flows, consumer journeys and maps, and storyboard-based research studies.
- Utilized collaborative software such as Miro to conduct user research studies and distributed the research findings to cross-functional teams, converting the findings into user stories with the help of designers and product managers to improve user experience.

## **Lollypop UX/UI Design Studio, Bengaluru, India**

*User Experience Researcher*

06/2019 - 03/2020

- Demonstrated digital transformation and orchestration expertise for B2B E-commerce, healthcare, and infrastructure projects as an Entry-Level User Researcher.
- Conducted user interviews, stakeholder workshops, concept testing, and UX evaluations to identify current states and develop future state products and services strategies.
- Collaborated with strategists, design professionals, product realization experts, and internal thought leaders while reporting on technical factors impacting user interface performance.
- Evaluated mobile and website designs throughout production stages to ensure compliance with user needs.
- Created diagrams to illustrate system interactions and sequences that underpin user interfaces.

## **Plum Insights and Strategy, Mumbai, India**

*Design Strategist Intern*

01/2019 - 05/2019

- Conducted an in-depth dissertation project on 'Adoption of Service Design Methods and Tools to Sustain Startups in India' to evaluate the challenges faced by B2C startups and assess the effectiveness of service design techniques to maintain a competitive edge in the Indian market as part of a Master's dissertation.
- Led the internal project 'Decoding Gen Z' to gain comprehensive insights into the mindset and buying behavior of the 'Z' generation.
- Gained practical experience in the field by shadowing senior researchers on client projects and extensively documenting each step of the product design process in preparation for manual development.
- Transformed project specifications into drawings and other materials to ensure successful product development while providing recommendations to enhance the user experience.

## **Sideways Consulting, Mumbai, India**

*Design Research Intern*

05/2018 - 07/2018

- Shadowed senior researchers on multiple client assignments to demonstrate proficiency in documenting product design processes.
- Worked jointly with colleagues and other design team members to discover product improvements and upgrades, resulting in a better user experience.
- Translated project specifications into drawings and other resources for product development.

## **PROFESSIONAL MILESTONES**

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- Facilitated the successful launch of a novel home screen for Google Maps aimed at catering to the needs of Novice Internet Users in India within the framework of the Globalization team in Geo at Google. Contributed significantly to comprehension of the target users' behavioral patterns, employing rigorous testing concepts and practices to ensure optimal user experience.
- Led business development initiatives at KPMG India, establishing valuable connections with diverse corporations. Effectively communicated the value proposition of the company's design thinking team, resulting in the successful closure of a project valued at INR 50 lakh.
- Accomplished an arduous and time-sensitive research endeavor at Lollypop Design Studio, completing an exhaustive study within a condensed two-week timeframe. Conducted in-depth interviews with 35 participants in one week, showcasing high efficiency and diligence in pursuing comprehensive research outcomes.

## **EDUCATION**

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**MS in Human-Computer Interaction and User Experience,**  
Drexel University, Philadelphia, PA

Anticipated Graduation - Dec 2024

**Masters of Design,**  
National Institute of Fashion Technology, New Delhi, India

July 2017 - May 2019

**Bachelor of Arts in English Honors,**  
Miranda House, Delhi University, New Delhi, India

July 2014 - May 2017