

Srishti Mehrotra

UX RESEARCH, SERVICE DESIGN, UX WRITING

UX researcher with **4+ years of experience** in equipping product teams with insights & helping them make more confident decisions. Set up UXR from scratch at Bharti Airtel, Wynk Music and IDFC FIRST Bank.

EXPERIENCE (4+ years)

IDFC FIRST Bank, Remote — Senior UX Researcher

MAY 2023 - PRESENT

Scoping, planning and executing foundational & evaluative studies into loans, payments, and money management; co-creating product roadmaps through facilitated workshops.

- Foundational research on 2-wheeler loans leading to strategic directions for [IDFC's TW marketplace](#)
- Usability test of an industry-first feature identified critical usability issues, saving months of dev bandwidth.
- Working with data & PM teams to set up instrumentation and create experiments to optimise the 'golden journeys'
- Identified issues in UX writing & error scenarios, leading to a 3-week all-hands effort to correct **all error messages across app**

Research ops: Setting up a tester's database, research repository, trained designers to do guerrilla tests, heuristic analysis and usability tests.

Content Design: Set up a content design function from scratch, created content design & UX writing guidelines for the design team, hired our first UX writer. Redesigned 'auto-sweep FD statement'

Bharti Airtel, Gurugram — Lead UX Researcher

DEC 2021 - MAR 2023

Leading end-to-end research for Airtel Pay and Wynk Music to increase customer acquisition, reduce cost, and introduce new features.

Strategising product roadmaps.

- Identified new value propositions for Airtel Pay, leading to an industry-first feature (which also won the Airtel hackathon)
- Studied Wynk Music's core product against user needs & expectations and identified potential avenues for cost optimization without compromising customer experience
- Worked with PMs to run large scale surveys and A/B tests
- Built inroads into other customer facing team such as CX & market research, retail sales & social media to gain 360° view of customers

Delhi, India (open to relocation)

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SKILLS - Research

Software: Maze, Entropik, LoopPanel, Adobe Analytics

Data funnel analysis

Research planning, Foundational research

Contextual inquiry, field studies

1:1 interviews, Focus groups

Usability testing (remote and in person - moderated & unmoderated), heuristic evaluations

Storytelling, Workshop design & facilitation

Surveys, Competitive benchmarking

SKILLS - UX/ design

Figma wireframing & prototyping

Adobe creative suite

Content design & UX writing

Service design, Journey mapping

Bharti Airtel, Gurugram — Senior UX researcher

FEB 2020 - NOV 2021

Conducted over 600 interviews with diverse user groups (High value customers, NBU, B2B, youth)

- Supported multiple squads with generative and evaluative studies
- Increased CTR for online orders by 9X by identifying major usability problems in [Airtel Black web acquisition journey](#)
- Identified core customer motivations for Wynk Hellotunes, and identified 3 new features - which became 2 of the top 3 revenue generators by number of customers, increased ARPU

Q-Glue, Delhi — Research & Design Strategist

JUN 2019 - OCT 2019

- Generative study on the landscape of corporate innovation
- Created [QGlue Innovation Kickbox](#) and [end-to-end service design around this innovation offering](#)
- Conceptualised, orchestrated and created tracks for 'corporate innovation now' conference (as a team of 2)

Doodlage Retail LLP, Delhi — Assistant Designer

JUL 2016 - MAY 2017

Start-up generalist: Trend forecasting, maintaining relationships with clients, understanding requirements and creating new designs. Vendor management, merchandising.

EDUCATION

National Institute of Design, Gandhinagar — M.Des Strategic Design Management

JUL 2017 - JAN 2020

Skills & courses: design research, designing for human behaviour and social behaviour, design measurement, design leadership, service design, systems design

National Institute of Fashion Technology, Delhi — B. Des

JUL 2012 - MAY 2016

Skills & courses: design research, design documentation, contextual inquiry, design ethnography (craft cluster)

RECOGNITIONS

[Sarah Little Turnbull Lecture series, CUNY New York](#): gave a talk on "Designers' Gaze"

[Research Impact Measurement Framework](#) presented at Disco Conf by Maze, Amsterdam

[The Designers' Gaze](#) article published in UX collective and doc.cc publication

LANGUAGES

English (native), Hindi (native), Spanish (Beginner)