

Aishwarya Singh

Lead UX Researcher

+91 8780840089

aishsingh.g17@gmail.com

www.aishwarya-portfolio.com

Work Experience

Wayfair

Sept 2023 - Current

Lead UX Researcher

- Led a SuperPod, employing mixed-method research to align with team priorities and provided guidance to cross-functional teams on research strategies, contributing to a comprehensive research roadmap.
- Recruited participants for research initiatives, demonstrating strong experience in participant recruitment and ensuring diverse representation. Conducted impactful remote research, utilising methods such as 1:1 Interviews, Card Sorting, Tree Testing, Surveys, Persona development, A/B Testing, and Journey Mapping.
- Leveraged a range of research methodologies to shed light on supplier needs in Planning Inventory proposal, Inventory Management, reconciliation, and Stocking, significantly influencing tool development and aiding stakeholders in addressing critical issues. Shaping the research findings that empowered the entire team to proactively address challenges and improve the overall user experience.

Censa (Subsidiary Of Waycool) Oct 2022- Sep 2023

UX Researcher

- Performed Field Studies and diary studies to gain comprehensive insights into the Fruits & Vegetable mandi domain, comprehending the current selling and purchasing behaviour of users.
- Conducted usability testing sessions with farmers and traders, offering valuable user feedback to refine and enhance the respective products.
- Carried out an extensive literature review, delving into various types of farmers and their adoption of technology in farming, enhancing the research scope and depth.
- Analysed research data, identifying pertinent patterns and insights that significantly informed crucial product development decisions.

Skills

Research

- Contextual Inquiry & Ethnography
- Card Sorting
- Diary Study
- Usability Testing & A/B Testing
- Competitor Analysis
- Focus Group Discussion
- Persona and Journey Mapping
- Online Survey

Tools

- Figma and Figjam
- Alida
- Maze
- UserTesting.com
- Miro
- Notion
- Usability Hub

Soft Skills

- Active Listening
- Collaboration and Interpersonal Skills
- Time- Management
- Adaptability
- Analytical thinking

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Work Experience

Waycool Foods & Products

Feb 2021-Sept 2022

UX Researcher & Designer

- As an independent UX designer, I have worked on projects from start to finish, collaborating with PMs and stakeholders to understand project requirements.
- Crafting user personas ensured a user-centric approach, aligning design decisions with user needs and expectations. I created intuitive Information Architecture frameworks for seamless navigation.
- Clear task flows improved user satisfaction. Wireframes translated research into tangible designs, guiding the final product's layout and interactions.

Freelance

Aug 2020 - Mar 2021

UX Designer And Researcher

- As a freelance designer and researcher, I have collaborated with startups, offering valuable design solutions and contributing to end-to-end projects.
- My deliverables encompass a comprehensive range of research-driven design artefacts, including: User research, Persona creation, Information Architecture, wire framing, style guide and UI designs

Designerrs Lab

Jul 2018 - Aug 2020

UX Researcher & Designer

- Collaborated directly with clients to design user-friendly and engaging messaging apps, ensuring seamless communication experiences for their target audiences.
- Planned research and brainstorming sessions, Conducted interviews, gather insights and demonstrated in storytelling format.

Education

B.A Hons Communication Design

Pearl Academy, Mumbai

Aug 2014- May 2018

B.A Hons Psychology

IGNOU

Jan 2022 - Current

Proficiency

Language

- English - Fluent
- Hindi - Native