AYUSHI AGRAWAL

UX RESEARCHER | M.DES (SRISHTI MANIPAL) | MBA (IIM INDORE)

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Mixed-methods UX researcher with ~1.5 years in UX research and 4 years in business operations. End-to-end qualitative and quantitative research across B2C consumer apps, fintech and B2B enterprise products. Comfortable on both sides of the table: trained in human-centered design, with an MBA and a line-management background that makes stakeholder and user management a strength. Builds AI tooling that automates research operations.

PROFESSIONAL EXPERIENCE

UX Research & Product Strategy, 1990 Research Labs — Nov'25 - Aug'26

- Diagnosed retention gap in India for a global language-learning app through **35 in-depth interviews** and month-long **diary study with 50 participants**
- Designed mixed-methods study on marriage decision-making in tier-2 and 3 India for a to-be published thought-leadership report, for **50 in-depth interviews** and **500-respondent survey**.
- Created a 5-phase go-to-market plan for a pre-launch credit-building product; **120 scoping calls and 10 in-depth interviews** informed the strategy.
- Managed client relationships; shaped pitch narratives with the founder leading to 2 new projects

Product Management for Research Automation

- Built a **0-to-1 research panel management platform** - launched with a leading bank, onboarding a **60-person panel** across product lines.
- Defined the end-to-end flow for **automated participant recruitment** with components including Meta ads, Whatsapp chatbot and AI voice bot
- Implemented **AI voice call scripts** to conduct automated weekly check-ins for 50 participants for a month-long diary study replacing manual follow-up calls

UX research Intern, Exotel — Jan'25 - Jul'25

- Conducted **contextual interviews** with 10 enterprise users, built **personas** for supervisors and admins; and mapped pain points to AI automation opportunities
- Ran usability testing of AI navigation-assistant prototype for admins; findings **re-directed the product roadmap** from navigation guidance toward automating high-frequency workflows like monitoring and alerts

UX research Intern, Lollypop Design — May'24 - Jul'24

- Moderated **6 focus group discussions** across school locations to research teacher experience for an international school chain; presented decision-ready recommendations to the client.

Vertical Head, Business Ops, Nobroker — Mar'19 - Aug'22

Associate Project Manager → Associate Manager → Vertical Head

- **Led a 50+ member operations team** managing client accounts for the resale vertical
- Analysed consumer data and worked with tech teams to turn the patterns into a lead-generation dashboard.

Category Manager - Apparel, Charmboard — Apr'18 - Mar'19

EDUCATION

Masters in Design, Human Centered Design — **2023-25**
Srishti Manipal Institute of Art, Design and Technology

Masters in Business Administration (MBA) + Bachelors of Arts (BA) — **2013-18**
Indian Institute of Management, Indore

SKILLS & METHODOLOGIES

- **Research skills:** Mixed-methods research, Research operations, Agile, sprint-embedded research, Moderation, Stakeholder management, Participant and panel management, Research automation
- **Methods:** In-depth interviews, Focus group discussions, Diary studies, Usability testing, Survey design, Contextual inquiry, Thematic analysis, Affinity mapping, Personas, Journey mapping
- **AI in research:** AI voice agents, Conversational recruitment (WhatsApp API), Automated screening pipelines
- **Tools:** Figma, Miro, Dovetail, Qualtrics, Maze, SQL