

Ananya Shah

UX Researcher | Research Operations | Product Analytics

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India | Open to relocation to Germany | German: B1

PROFILE

UX Researcher and Research Operations Specialist with 3+ years of experience translating user research into product direction across consumer platforms and AI-powered tools. Experienced in foundational concept research, monetisation, customer-segment discovery, research operations and product analytics, with research participants across US and European markets.

PROFESSIONAL EXPERIENCE

UX Researcher & Research Operations Specialist

Oct 2025 – Present

QuillBot | Remote

- Led foundational homepage concept research (Omnibox) to evaluate design directions and users' mental models; findings informed major changes reflected in the current homepage experience.
- Conducted monetisation research for the core Paraphraser product, informing the subsequent strategy; also ran a lightweight study of professional users' needs around AI Detector, complemented by multiple surveys.
- Led qualitative research across six potential Ideal Customer Profiles (ICPs), coordinating recruitment of 60–70 participants and synthesising findings that helped prioritise academics and students for new product development.
- Built research operations foundations through a research repository, team playbook and Dovetail tutorials; championed organisation-wide adoption and managed participant outreach, interview scheduling and incentive administration.
- As the sole UX researcher, use Amplitude to build product analytics charts and analyse usage patterns for new products.

UX Researcher

Apr 2025 – Oct 2025

Cars24 | India

- Led mixed-method exploratory research for a confidential B2C initiative targeting high-value users, informing product-market fit, user-journey strategy and early go-to-market alignment.
- Led UX research for the Used Car Dealers App and partnered with product and data teams to identify drivers of post-bidding cancellations, contributing to a 4% month-on-month reduction in dealer-side cancellations.
- Partnered with the product team to track post-launch UX metrics; analysis surfaced drop-off points and drove a 15%+ improvement in I2V% across car categories.
- Conducted on-ground research across Tier 2 and Tier 3 cities, delivering journey maps and persona frameworks for key user segments.

UX Researcher

Aug 2023 – Mar 2025

Jio Platforms | Mumbai, India

- Owned the research lifecycle, from scoping through synthesis, across three product initiatives: Jio.com (207M users), JioTranslate and Jio Join.
- Conducted usability studies for Design System 3.0 and synthesised qualitative, quantitative, field-research and survey data into actionable UI recommendations, personas and user flows.
- Created research operations resources including a research playbook, repository and internal design-team processes; piloted Dovetail workflows to support thematic synthesis of qualitative feedback.

EARLIER EXPERIENCE

Product Design Intern

Jan 2023 – Feb 2023

Zomato | India

- Contributed to early ideation and concept development for a Menu AR integration; created UI elements and illustrations for internal collaterals.

Designer

Sep 2022 – Dec 2022

Suzuki Innovation Centre | India

- Researched rural consumer needs and contributed to a system-design solution addressing e-commerce bottlenecks in remote villages of Telangana.

Product Design Intern

May 2022 – Jul 2022

BookMyShow | Mumbai, India

- Led design of an employee performance-rating and feedback platform for 3,000+ employees; designed a responsive white-label ticketing platform for Tier 2 and Tier 3 cinema chains.

International Research Consultant

Aug 2019 – Mar 2020

International Water Management Institute (IWMI) | Sri Lanka

- Contributed to applied environmental research involving fieldwork with fishing communities.

EDUCATION

M.Des., Interaction Design

Aug 2021 – Jul 2023

IIT Hyderabad | CGPA 8.75/10

M.Sc., Environmental Studies

Jul 2017 – May 2019

TERI University, Delhi | CGPA 8.0/10

B.Sc., Microbiology

Jul 2014 – May 2017

Gargi College, University of Delhi | First Division

SKILLS, TOOLS & LANGUAGES

Research methods: Concept testing, mixed-methods research, qualitative and quantitative research, ethnography, usability testing, focus group discussions (FGDs), surveys, persona development, sentiment and data analysis, thematic synthesis, user journey mapping.

Design & product: Ideation, visual design, prototyping, storyboarding, journey mapping, service blueprinting, Design Ops, workshop facilitation, stakeholder alignment, product stakeholder communication, product thinking.

Research operations & AI-enhanced workflows: Participant recruitment and scheduling, incentive administration, research repositories, research playbooks, Dovetail enablement, feedback synthesis, sentiment clustering.

Analytics & tools: Amplitude, Dovetail, Figma, Maze, Miro, Notion, Adobe Creative Suite.

Languages: English, Hindi, German (B1).

PUBLICATIONS & PRESENTATIONS

- Poster presenter, ServDes 2025: “Maitreyi: A pro-poor service model for antenatal care delivery in tribal hamlets of Telangana.”
- Co-author, “Carbon footprint of India’s groundwater irrigation,” *Carbon Management*, Taylor & Francis, 2020.

SCHOLARSHIPS

- AFS International Scholarship to Japan, JENESYS 2023.
- Goethe-Institut exchange scholarship to Germany for German-language study, 2013.