

Ananya Shah

ananya4296@gmail.com
(+91) 9717487600

[Portfolio](#)
[Linkedin](#)

SUMMARY

Designer / Researcher | 2+ years of experience shaping human-centered digital services for large-scale Indian consumer platforms. Skilled in qualitative methods, behavioral analysis, and connecting user needs to product decisions. Presenter at **ServDes 2025** and **published co-author**, combining academic rigor with practical design leadership

EXPERIENCE

Cars24, Gurgaon — UX researcher

APR 2025 - Present | 4 months

- Driving end-to-end exploratory research for a confidential, high-impact B2C initiative for high-value users; shaping product-market fit, user journey strategy, and early GTM alignment through mixed-method insights.
- Leading UX research for the Used Car Dealers App, improving app experience, and reducing dealer-side cancellations
- Partnered with product & data teams to reduce monthly dealer-side cancellations by 4% MoM by identifying critical insights of post-bidding cancellations
- Conducting on-ground research across Tier 2/3 cities to uncover pain points in user journeys, delivered journey maps and persona frameworks for user segments.
- Instrumented UX metrics with product team to track real-time user behavior post-feature launch; analysis uncovered drop-off points and drove engagement by 15%+ (12V%) across all car categories
- Delivered behavior-driven insights to product and client teams, turning field learnings into strategic direction for product
- Supported tooling setup and knowledge-sharing rituals within the research and design team

Jio Platforms Ltd, Mumbai — UX researcher

AUG 2023 - MAR 2025 | 1.8 years

- Championed the full research lifecycle from scoping to synthesis for 3 product-based research projects (Jio.com affecting 207 Million users, JioTranslate and Jio Join)
- Design system 3.0: Led internal Design system Usability studies from research to actionable UI design solutions for the new DS
- Data Analysis & Insights: Synthesized research, developed personas, and provided insights for user flows. Aligned research with business goals, using qualitative, quantitative, field research, surveys, concept testing methods.
- Research and Design ops: Qual and Quant research, Research Playbook

SKILLS

Design: Ideation, Visual design, Prototyping, Storyboarding, Journey Mapping, Blueprinting, Design Ops, Workshop Facilitation, Stakeholder Alignment

Research :

Concept testing, Mixed method research , Ethnography

Usability testing, Persona, FGDs, Sentiment and data analysis, User journey mapping,

AI-Enhanced

Workflows: Feedback synthesis sentiment clustering

Product stakeholder Communication and Product thinking

AWARDS

AFS International Scholarship to Japan, JENYSYS 2023

GOETHE institute

creation, created Research Repository, UX/Brand alignment of Jio products, making design ops frameworks, and planning of onboarding/internal design team processes

- Piloted AI tools (Dovetail) to automate thematic synthesis of qualitative feedback, reducing turnaround time
- Collaborated closely with Project Lead, Project Manager, and development team

Zomato, Gurgaon — Product designer intern

JAN 2023 - FEB 2023

- Worked for Zomato on Menu AR integration feature : initial ideation and conceptualization
- Worked on illustration and other UI elements for in-house collaterals

Bookmyshow, Mumbai — Product design Intern

MAY 2022 - JULY 2022

- **Lead Designer on Quarterly wrap:** Improved employee experience for 3000+ users by designing a performance rating and feedback platform.
- **Designed "White-label Project":** Created a responsive ticketing platform for Tier 2-3 cinema chains in India.. Expected to boost transactions, currently at 100k/month.

SUZUKI INNOVATION CENTRE — Designer

SEP 2022-DEC 2022

Understanding rural consumer needs and facilitating a system design solution for solving bottlenecks of rural E-commerce in remote villages of Telangana

IWMI, Sri Lanka — International research consultant

AUG 2019 - MAR 2020

EDUCATION

Indian Institute of Technology (IIT), Hyderabad Masters in Design

AUG 2021 - JULY 2023, **9.03 CGPA**

TERI University, Delhi — MSc. Environmental Studies

JUL 2017 - MAY 2019, **8 CGPA**

Gargi College DU , Delhi — BSc.

JUL 2014 - MAY 2017, First division

PUBLICATION AND PRESENTATIONS

- Poster Presenter, ServDes 2025 – Service Design and Innovation Conference
Presented research on "Maitreyi: A per-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

**Exchange
Scholarship to
Germany to study B1
German, 2013**

SOFTWARE

Figma, Dovetail, Maze,
Adobe Creative suite,
Notion, Miro

LANGUAGES

English,
German(B1)
Hindi