

Ananya Shah

UX Researcher | Qualitative + Quantitative Research | Research Operations

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India | Relocating to Germany | English: fluent | German: B1



PROFILE

UX researcher with 4 years of research experience, including 3+ years in product research for consumer apps, B2B marketplaces and AI tools at Jio, Cars24 and QuillBot. As QuillBot's sole UX researcher, I own the research agenda end to end: scoping studies with product managers against business goals, running qualitative and quantitative research from interviews and usability tests to surveys and segmentation, and presenting recommendations to the C-suite. Built a research function from scratch, from recruitment and a participant pool to a repository, playbooks and AI-assisted analysis. Participants across the US, UK, Australia and Europe.

PROFESSIONAL EXPERIENCE

UX Researcher & Research Operations Specialist

Oct 2025 – Present

QuillBot (AI writing tools, 56M users) | Remote

- Own the research agenda as the sole UX researcher: partner with product managers, design and leadership to scope primary research against business goals, then run qualitative and quantitative studies end to end with users in the US, UK, Australia and EU countries.
- Presented findings to the C-suite, VPs and directors as clear recommendations tied to business impact and roadmap decisions.
- Ran segmentation research across six potential customer segments (Ideal Customer Profiles) with 60–70 participants; findings led leadership to prioritise academics and students for new product development.
- Led homepage concept research (Omnibox) to evaluate design directions and users' mental models; findings drove major changes to the live homepage.
- Ran monetisation research for the core Paraphraser product and a study of professional users' needs for AI Detector, combining interviews with surveys (SurveyMonkey, Typeform) to inform monetisation and product strategy.
- Paired qualitative findings with Amplitude usage data, building product analytics charts to size behaviours and check what users said against what they did.
- Manage external research vendors and panel providers, regularly recruiting study participants through PlaybookUX and running outreach campaigns through Customer.io.
- Built research operations from scratch: repository, playbook, recruitment and incentives, plus a participant pool; led Dovetail evangelisation and onboarding across teams.
- Brought AI into the research workflow, using Claude, ChatGPT and Dovetail for planning, synthesis and analysis while checking outputs to protect research quality.

UX Researcher

Apr 2025 – Oct 2025

Cars24 (online car marketplace) | Gurgaon, India

- Led mixed-method exploratory research for a confidential B2C initiative for high-value users, informing product-market fit, user-journey strategy and go-to-market alignment.
- Led research for the B2B Used Car Dealers App; with product and data teams, identified the drivers of post-bidding cancellations, contributing to a 4% month-on-month reduction in dealer-side cancellations.
- Tracked post-launch UX metrics with the product team; analysis surfaced drop-off points and drove a 15%+ improvement in I2V% across car categories. Presented insights, journey maps and personas from in-person field research to product and client teams.

UX Researcher

Aug 2023 – Mar 2025

Jio Platforms (telecom and digital services) | Mumbai, India

- Owned the research lifecycle, from scoping through synthesis, across three products: Jio.com (207M users), JioTranslate and Jio Join.
- Ran usability studies for Design System 3.0 and synthesised qualitative, quantitative, field and survey data into recommendations, personas and user flows for product and design teams.
- Created a research playbook, repository and design-team processes; piloted Dovetail for thematic synthesis of qualitative feedback.

EARLIER RESEARCH & DESIGN EXPERIENCE

Product Design Intern

May 2022 – Feb 2023

Zomato and BookMyShow | India

- Concept development for a Menu AR feature (Zomato); a white-label ticketing platform for cinema chains and a feedback platform for 3,000+ employees (BookMyShow).

Designer

Sep 2022 – Dec 2022

Suzuki Innovation Centre | India

- Field research on rural consumer needs, feeding a system-design solution for e-commerce bottlenecks.

International Research Consultant

Aug 2019 – Mar 2020

International Water Management Institute (IWMI) | Sri Lanka

- Primary field research with fishing communities for applied environmental research.

EDUCATION

M.Des., Interaction Design | IIT Hyderabad | CGPA 8.75/10

Aug 2021 – Jul 2023

M.Sc., Environmental Studies | TERI University, Delhi | CGPA 8.0/10

Jul 2017 – May 2019

B.Sc., Microbiology | Gargi College, University of Delhi | First Division

Jul 2014 – May 2017

SKILLS, TOOLS & LANGUAGES

UX research: Usability testing, in-depth user interviews, concept testing, card sorting, surveys and questionnaire design, focus groups, segmentation research, ethnography and field research, qualitative, quantitative and mixed methods.

Analysis & insight: Quantitative survey analysis, cluster analysis (card sorting), thematic synthesis, product analytics and data visualisation (Amplitude), personas, journey mapping, turning findings into business recommendations.

Stakeholders: Research scoping with stakeholders, C-suite and leadership presentations, partnership with product managers, designers, engineers and data teams, client teams, workshop facilitation.

Research operations: Vendor and panel-provider management (PlaybookUX), participant recruitment and pool, outreach (Customer.io), scheduling and incentives, research repositories and playbooks, Dovetail evangelisation and onboarding.

AI in research: Claude, ChatGPT and Dovetail AI for planning, synthesis and analysis, with human checks on quality.

Tools: SurveyMonkey, Typeform, Amplitude, Dovetail, PlaybookUX, Customer.io, Maze, Figma, Miro, Notion.

Languages: English (fluent), Hindi (native), German (B1).

PUBLICATIONS, PRESENTATIONS & SCHOLARSHIPS

- Poster presenter, ServDes 2025 (Service Design and Innovation Conference): "Maitreyi: A pro-poor service model for antenatal care delivery."
- Co-author, "Carbon footprint of India's groundwater irrigation," *Carbon Management*, Taylor & Francis, 2020.
- Goethe-Institut scholarship to Germany (2013); AFS International Scholarship to Japan, JENESYS (2023).