

SHREYA GARG

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PROFESSIONAL SUMMARY

Accomplished UX Researcher with 3.5 years of experience leading research projects in fast-paced, agency settings. Expertise in qualitative and quantitative research methods, including interviews, diary studies, and surveys. Proven ability to design and execute research plans that inform strategic design solutions. Experienced in driving research that directly improves product outcomes for global clients across tech, finance, and consumer industries.

EDUCATION

Massachusetts College of Art and Design

Master of Design in Design Innovation : GPA: 4.0/4.0

September 2023- May 2025

Boston, Massachusetts

Srishti Institute of Art, Design and Technology

Bachelor of Design in Service Design : CGPA: 8.8/10

July 2016-June 2020

Bengaluru, India

TECHNICAL SKILLS

Designing Tools: Adobe Illustrator, Indesign, Photoshop, Figma

Design Thinking Methodologies: Qualitative Research tools-Interviews, Diary Studies, Focus Group Discussions, Co-creation workshops, Competitive Analysis. Quantitative Research Tools: Survey design and Excel-based analysis. Research Plan design, Proposals development, Recruitment, Moderations, and Insights Reporting.

Project Types Experience: Qualitative Research- Foundational, Generative and Evaluative

EXPERIENCE

EY Design Studio

June 2024-August 2024

Intern- UX Design

New York, USA

- **Project:** Improved customer engagement for a leading US consumer bank through creating a unified mobile and web user experience, enhancing satisfaction for 500K+ users.
Responsibilities included:
- Conducting thorough market assessments on functionalities offered by five major financial institutions, pinpointing valuable insights which informed strategic recommendations for improving overall product usability and enhancing client experiences.
- Partnering with product and business consulting managers to integrate research findings into iterative design sprints.
- Performing heuristic analysis to evaluate the current UI of the bank's app and web version, identifying strengths and weaknesses to pinpoint opportunities for improvement.
- Mapping information architecture to optimize banking actions based on competitor insights.

PeepalDesign

February 2021-July 2023

UX Researcher

Bengaluru, India

- Led and executed 25+ UX research projects across categories like foundational, usability testing, field and video ethnography. Worked with a range of industries spanning from tech, home decor, e-commerce to insurance, finance, and automobiles. - Developed strategic research plans and frameworks that informed key product decisions for clients such as Google and Amazon.
- Led usability and foundational research for Google India, which informed major product changes for their Search Product.
- Facilitated co-creation workshops with stakeholders, produced detailed reports and presented insights to senior stakeholders, providing actionable recommendations that shaped product roadmaps.

Pensaar Design

October 2020-February 2021

Contract Role- UX researcher

Bengaluru, India

- Executed foundational qualitative research projects across diverse industries such as insurance, media, and cyber security with leading global organizations.
- Facilitated a design thinking summit for corporate professionals from non-design backgrounds to meet, collaborate, and learn about the importance and prevalence of design thinking.

Tata Elxsi

May 2019-July 2019

Summer Research Intern

Bengaluru, India

- Supported field research for a commercial vehicle project, contributing to a customer journey redesign that improved service delivery times by 10 percent.