

SHREYA GARG

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EXPERIENCE

ButcherBox

May 2025 – Present

UX Researcher

Boston, USA

- Drove sign-up flow redesign via 15 interviews and co-creation workshops; identified friction points and co-designed solutions that lifted first-session conversion by **26%**.
- Influenced homepage redesign through end-to-end research (discovery to usability testing); increased new order CVR from 2.19% to **5.40%** and improved downstream conversion.
- Created a UXR Processes Toolkit (templates, recruitment checklists, reporting formats) adopted by four product squads, reducing study setup time and ensuring consistency company-wide.
- Led mixed-method research (surveys, interviews, intercepts, heatmaps) to triangulate insights across web, iOS, and Android; findings aligned product strategy via cross-functional OKR workshops.
- Designed and built an internal AI research analysis tool to auto-generate findings from transcripts; pilots demonstrated **35% faster time-to-insight** (~6 to 4 days), accelerating stakeholder delivery.
- Conducted AI audits to integrate tools into UXR workflows, optimizing processes for efficiency without compromising rigor.

Ernst & Young (EY)

June 2024 – August 2024

UX Intern

New York, USA

- Improved customer engagement for a leading UK consumer bank by unifying mobile and web experiences, enhancing satisfaction for 500K+ users and driving a **20% rise in NPS**.
- Performed heuristic analysis on the bank's app/web platforms, identifying 15+ usability issues; proposed solutions reduced task completion time by 25%.
- Conducted market assessments of 5 major financial institutions to inform strategic product recommendations.
- Partnered with product and consulting managers to integrate research findings into iterative design sprints.

Peepal Design

February 2021 – July 2023

UX Researcher

Bengaluru, India

- Led 25+ UX projects (foundational, usability, ethnography) across tech, e-commerce, and finance; developed strategic frameworks informing decisions for clients including **Google** and **Amazon**.
- Conducted foundational research for Google India, identifying usability barriers for "New to Internet" users which resulted in a major improvement in search efficiency.
- Facilitated co-creation workshops and presented actionable insights to senior stakeholders to shape product roadmaps.

Pensaar

October 2020 – February 2021

UX Researcher

Bengaluru, India

- Executed foundational qualitative research across insurance, media, and cyber-security industries.
- Facilitated a design thinking summit for corporate professionals to foster collaboration and design maturity.

TECHNICAL SKILLS

Methodologies - Qualitative: Interviews, diary studies, focus group discussion, usability tests, co-creation workshops.

Methodologies - Quantitative: Surveys, A/B testing.

Research Output: Research plan design, proposal development, recruitment, moderation, insights reporting.

Cross-Functional Collaboration: Partner with Engineers, PMs, designers, and marketers to align research with business goals.

Tools: Figma, Miro, Adobe Illustrator, Qualtrics, User Testing, Photoshop, UserZoom, dscout.

EDUCATION

Massachusetts College of Art and Design

Boston, MA

Master of Design in Design Innovation (STEM) | GPA: 4.0/4.0

Sep 2023 – May 2025

Srishti Institute of Art, Design and Technology

Bengaluru, India

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

July 2016 – June 2020