

ISHA KUMARI

User Experience Researcher

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Human-centered UX Researcher with 5+ years of experience, driving end-to-end research across healthcare, e-commerce, ed-tech, automotive, and SaaS. Adept at turning complex qualitative and quantitative data into insights that shape strategy and deliver innovative, user-centered solutions at scale.

PROFESSIONAL EXPERIENCE

Tindoori Labs (Ed-tech startup), Lead Design Researcher

USA, May 2025-Present

- Secured leadership and investor buy-in by modeling growth and financial projections, **forecasting 26K users by Month 18**, \$7.3M revenue in Year 3, and \$10M SOM annually.
- Reduced projected onboarding drop-off by 20%** through 5 user interviews, insight synthesis, and Impact x Effort prioritization; recommended a chatbot-driven conversational flow.
- Proposed homepage redesign solutions (geo-contextual messaging, single primary CTA), projected to improve comprehension and engagement by 15%, and integrated with PMs, engineers, and designers.

Deloitte, Lead UX Researcher

USA, Sep 2024-Nov 2024

- Improved service usability by mapping journeys across DMV, healthcare, and disaster aid; **applied behavioral design to cut friction 30%** and boost projected engagement 20%.
- Uncovered behavioral barriers and unmet needs in service navigation by analyzing market trends (touchless tech, cloud, AI adoption) and **conducting 100+ surveys and 11 user interviews** with U.S. citizens, identifying the top 5 recurring pain points.
- Drove end-to-end UX research for public service platforms**, guiding a cross-functional team through design thinking to define strategy, select research tools, and translate insights into actionable solutions.

BMW Group, UX Researcher

USA, Mar 2024-May 2024

- Directed a flagship Mixed Reality experience on Apple Vision Pro, **driving a 20% lift in AR engagement, 20% faster task completion**, and shorter purchase cycles with reduced decision fatigue.
- Secured 80% stakeholder adoption** by synthesizing 800+ insights from end-user and dealership interviews into personas, journey maps, and prioritized product recommendations that shaped roadmap decisions.
- Led development and integration of **AI Voice Assistant for model comparison and personalized interior configuration** that improved buying efficiency by 35% and increased selection-to-purchase ratio by 16%.
- Facilitated cross-functional ideation workshops** with 15 teammates under a 2-day sprint, generating 37 feature concepts and narrowing scope to 3 prioritized Vision Pro experiences.

Walmart - Myntra (E-commerce, B2C), Associate Researcher

India, Oct 2020-May 2023

- Drove \$640K+ in incremental sales and 100.86% STR growth** by leading user and market research to spot trends and build 6 consecutive seasonal concepts for Myntra's 70M+ monthly active shoppers.
- Reduced return rates 20% in 5 months** by conducting 30+ usability studies and interviews across the end-to-end journey (shopping, delivery, and product usage) to uncover friction points and inform product fixes.
- Increased engagement 25% and retention 15%** by developing a cohesive omnichannel experience and managing brand visuals/social content for Myntra's Chemistry private label, scaled across millions of Indian fashion users.

Reliance Retail, (E-commerce, B2C), Assistant Design Manager

India, Sep 2018-Oct 2020

- Spearheaded user-informed product development for **Ajio's 30M+ diverse fashion and lifestyle shoppers in India**, conducting in-store and online studies to capture the behaviors of mobile-first, price-sensitive shoppers across tier-1 to tier-3 cities.
- Secured 90% stakeholder buy-in by **partnering with vendors, buyers, PMs, and engineers** to balance user needs with business feasibility, and mentored three interns, ensuring high-quality research and timely deliverables.

SKILLS

Qualitative & Quantitative Methods: In-depth interviews, focus groups, contextual inquiry, diary studies, usability testing (moderated/unmoderated), heuristic evaluation, journey mapping, persona creation, co-creation workshops, insight synthesis, survey design & analysis, A/B testing, UX metrics, benchmarking, strategic storytelling.

Tools & Platforms: Miro, Dovetail, Maze, NotebookLM, Perplexity, Gemini, UserTesting.com, Qualtrics, Figma, Adobe Creative Suite.

Collaboration with Dev & Data Teams: HTML, Python, CSS, SQL, MixPanel, React Storybook, GitHub, Jira.

EDUCATION

Savannah College of Art and Design, USA
M.A. Design Management, 2023 - 2025

National Institute of Fashion Technology, India
B.Des. Knitwear and Graphic Design, 2013 - 2017