

# ISHA KUMARI

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Senior UX Researcher with 6+ years of experience leading end-to-end qualitative and quantitative research across e-commerce, merchandising, SaaS, automotive, and AI-powered platforms. Expert in translating complex research into actionable insights that influence product strategy, roadmap decisions, and measurable business outcomes.

## PROFESSIONAL EXPERIENCE

Geny Labs (Conversational AI startup, B2B), Founding UX Researcher

Oct 2025 - Present

- **Led end-to-end ethnographic research** for spa and salon operations, **identifying inefficiencies in inventory, revenue reporting, and peak-hour workflows** driven by language barriers and fragmented tools.
- **Delivered actionable insights** on AI-assisted communication, CRM limitations, and customer acquisition strategy, informing opportunities to improve profitability, customer experience and **drive long-term business efficiency by 20%**.

Tindoori Labs (AI Ed-tech startup), UX Researcher

May 2025 - Oct 2025

- **Reduced projected onboarding drop-off** through 7 user interviews, insight synthesis, concept testing and Impact × 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.
- **Co-created strategy deck with founder**, framed platform as AI-driven networking companion for early-career tech professionals.

BMW Group, UX Researcher

Mar 2024 - May 2024

- Directed a flagship Mixed Reality end to end 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 BMW 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 from 7 countries under a 2-day sprint, generating 37 feature concepts and narrowing scope to 3 prioritized Vision Pro experiences.

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

Oct 2020 - May 2023

- Led end-to-end UX research for a 70M+ MAU e-commerce platform, **focusing on product discovery, merchandising checkout and post-purchase flows**.
- Executed mixed-methods research (usability testing, interviews, surveys, benchmarking competitors) **that drove \$640K+ in incremental revenue and 100%+ STR growth**.
- Partnered with product managers, designers, engineers, and business stakeholders **to enhance PDP and PLP roadmap as per user behavior and prioritization decisions** for Myntra's owned brand - Chemistry.
- **Led 50+ usability studies and conducted contextual research in Tier 2 and Tier 3** markets across the shopping, delivery, and post-purchase journey to identify friction points, driving product and process improvements.
- **Reduced return rates by 20% within six months** adapting language and framing to regional audiences; insights informed enhancements to product descriptions, size guides, fabric mismatches, and labeling.

Ajio.com, Reliance Retail, (E-commerce), Assistant Design Manager

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 for apparel shopping.
- **Partnered directly with small vendors** lacking digital experience by conducting on-site visits, understanding existing workflows, and delivering hands-on training, **leading to improved vendor onboarding and digital adoption**.
- **Collaborated with C-suite stakeholders** to conduct comparative research, translating market and user insights into recommendations for brand positioning, value proposition, and target user segmentation for a new private-label brand.

## SKILLS

**Qualitative & Quantitative Methods:** In-depth interviews, focus groups, contextual inquiry, diary studies, usability testing (moderated/unmoderated), heuristic evaluation, journey mapping, persona creation, product lifecycle research, 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