

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