

# Radhika Belkhede

**UX Researcher** with a flair for uncovering user insights and transforming them into delightful digital experiences. Crafting a friendlier digital world, one insight at a time.

## Work Experience

### UX RESEARCHER | Tata Consultancy Services

Sep 2020-Sep 2023

- **Acted as the research point of contact** for many stakeholders, collaborating with **9 teams** and conducting several **end-to-end research projects**.
- **Created and presented** eight **comprehensive** user research reports, integrating both **qualitative** and **quantitative** findings, which **drove key product/service improvements**.
- **Conducted over 22 in depth interviews** with target users to identify key insights and prioritize feature enhancements which contributed to a **90% increase in CSI**, indicating **improved satisfaction and loyalty**.
- **Led an expansive generative research initiative**, orchestrating **31 immersive interviews** and crafting **1200 insightful surveys** which guided **strategic business decisions** and elevated **user satisfaction**.
- **Collaborated closely with service designers** to interpret user data, develop comprehensive **end-to-end user journeys**, ensuring **seamless user experiences** across multiple stages of the service.
- Led **customer research** from scratch for a project, earning **client recognition for delivering valuable insights**.
- **Developed templates** for essential documents, **streamlining processes and saving colleagues' time**.
- **Supported usability testing** initiatives on selected projects, gaining exposure to **usability testing methodologies** and practices.
- **Collaborated** with the client's internal team to develop a **persona library**, contributing my insights to create **detailed, well-defined personas**.
- **Developed research repository** to provide a effective and searchable one stop for all **research material and insight**.
- **Created and reviewed assignments for user research candidates**, which led to a significant increase in our **team count**.
- As a member of the UX mentors group, I **mentored** a group of 10 individuals in their **UX journey**, empowering them to **excel** in their roles
- **Led UX writers' collective initiative** for internal UX team to share their thoughts, ideas on latest **UX trends and technologies** through **medium blogs and articles**.

### UX DESIGN INTERN | IT For Change

May 2019-July 2019


- Worked on designing a digital media space- Botpopuli, a website from scratch. Conducted research across different digital media forums and designed an interactive prototype.


### CQ5 CONSULTANT | Tata Consultancy Services


Jan 2013-June 2018

- Designed various services and applications using the AEM services. Mostly worked on the front end development and design.

## Contact

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## Educational Background

### M.DES | Srishti Institute of Art, Design & Technology, Bangalore

Specialisation in Human Centered Design  
August 2018- August 2020

### B.E. | Acropolis Institute of Technology & Research, Indore

Information Technology  
July 2008- June 2012

## Competencies

### Methodologies

- In-depth User Interviews
- Field Studies
- Diary Studies
- Guerilla Research
- Surveys
- Usability Testing
- Journey Mapping
- Card Sorting
- User Segmentation
- Jobs To Be Done

### Design

- User Flows
- Personas
- Customer Journey Map
- Service Design
- Visualisations

### Tools

- Adobe XD
- Figma,
- Miro
- Mural
- Keynote
- Adobe Photoshop
- MS Office Suite.

### Languages

- Hindi
- English
- Marathi