

Radhika Belkhede

UX Researcher | Crafting a friendlier digital world, one insight at a time.

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SUMMARY

Passionate about uncovering user insights and crafting intuitive, user-centered solutions. Skilled in research methodologies, data synthesis, and collaboration to drive impactful product decisions and enhance user satisfaction.

EXPERIENCE

UX Researcher

TCS Interactive

📅 08/2020 - 08/2023

Collaborated with London design studio on multiple research projects for UK based clients.

- **Acted as the research point of contact** for many stakeholders, partnering with **9 teams** and conducting several **end-to-end research projects**. Produced **8 comprehensive user research reports** integrating both qualitative and quantitative findings, driving **key product/service improvements**.
- **Utilized various methodologies**, including **in-depth interviews, surveys, usability testing, and persona development**. Conducted **22+ in-depth interviews**, led a generative research initiative with **31 interviews** and **1200 surveys**, and collaborated with service designers to create **user journeys**, all to drive **strategic decisions** and enhance **user insights**.
- **Led customer research from scratch** for a project, earning **client recognition** for delivering **valuable insights** in the **Customer Experience space**.
- Achieved a **90% increase in Customer Satisfaction Index (CSI)** and **Net Promoter Scores (NPS)** ranging from **9.0 to 9.6** across different projects, reflecting substantial improvements in **user satisfaction and loyalty**.
- Contributed to the development of a detailed **persona library**, created a one-stop **searchable research repository**, and developed **templates for essential documents**, streamlining processes and saving colleagues' time.
- **Mentored 10 individuals** in their UX journey as part of the **UX mentors group** and led an internal initiative for UX writers to share insights on the latest trends through **Medium blogs** and articles. **Created and reviewed assignments** for user research candidates, resulting in a **significant team size increase**.

UX Design & Research Intern

IT for Change

📅 05/2019 - 07/2019

Worked on **designing a digital media space- Botpopuli**, a website from scratch.

- Conducted **UX research** across digital media forums to analyze **user behaviors and identify key insights**, directly shaping the design of an interactive website prototype.
- **Designed key branding elements**, to enhance brand identity and engagement, and successfully **launched the website internationally** in a short timeframe.

UI Developer

Tata Consultancy Services

📅 01/2013 - 06/2018

Provided end-to-end UI development support for **content-centric applications** built on **Adobe CQ5 (AEM)**.

- Designed and developed **responsive user interfaces** for content-centric applications using Adobe CQ5 (AEM), ensuring **seamless functionality** across web, tablet, and mobile platforms.
- **Collaborated with UX designers** to incorporate user feedback into iterative designs starting with **low-fidelity wireframes** to ensure alignment with user needs and product goals.
- Gained foundational expertise in **understanding author workflows** and content creation needs.
- Leveraged **analytics tools to derive actionable insights**, informing design and content strategies that enhanced usability and engagement.

EDUCATION

Master of Design (M.Des) Human Centered Design

Srishti Institute of Art, Design & Technology,
Bangalore

📅 08/2018 - 08/2020

Bachelor of Engineering (B.E.) Information Technology

Acropolis Institute of Technology & Research,
Indore

📅 07/2008 - 06/2012

COMPETENCIES

Industry Knowledge

Foundational Studies
Generative Studies
Evaluative Studies
Service Design

Methodologies

In-depth User Interviews
Contextual Inquiries
Surveys
Usability Testing
Focus Groups
Card Sorting

Design

Empathy Maps
User Flows
Personas
Customer Journey Map
Service Blueprint
Storyboarding
Visualisations

Tools

Adobe XD
Figma
Miro
Mural
Keynote
User Testing
MS Office Suite.

LANGUAGES

English	Proficient
Hindi	Proficient
Marathi	Native