Ankita Sinha

Senior UX Researcher and Service Designer

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Senior UX Researcher with 5+ years of experience across research, service design and product strategy; bringing a strong blend of execution and strategy.

Experience

Research and Strategy Consultant

EnviroTech, FinTech and HealthTech startups

United Kingdom and India (September 2023 - Present)

Led ethnographic research and strategic workshops for eco-innovation, NGOs, and policy stakeholders, and conducted user and market research for B2B/B2C startups.

Designed behavioural journeys and personas; integrated UX research into agile teams for better stakeholder alignment.

UX Research Manager

CleverTap

Bengaluru, India (September 2022 - April 2023)

Improved IA and UX flows, leading to a 25% boost in user retention.Delivered insights to shape product positioning and engagement.

Conducted B2B research to align branding with user needs and inform strategic decisions.

Senior Design Researcher

Yubi (CredAvenue)

Bengaluru, India (September 2020 - July 2022)

Established research processes and a UX playbook adopted team-wide; mentored junior researchers and fostered design-product alignment.

Optimized onboarding and transaction flows, boosting user retention by 15%.

Education

University of Aberdeen

Aberdeen, United Kingdom (2023 - 2024)
MBA in Business Analytics

Focused on Business Strategy, Data Analytics, and Customer Behaviour to enhance data-informed decision-making in service design.

National Institute of Fashion Technology

Kannur, India (2016 -2018)

Master of Design in Space Design

Specialisation in digital design, trend research, and customer-centric strategies, applying insights to drive impactful solutions.

Skills

Key Skills

Strategic Thinking and Founder Collaboration, Insight-Driven Decision Making, Cross-Functional Facilitation (Design, Product, Eng), Journey Mapping, Systems Design, Market and User Research, Communication & Project Management

Tools

Figma, Framer, Notion, Miro, SQL, Excel, Tableau, Confluence, Canva, Lookback, Dovetail, Mixpanel, Hotjar, Google Analytics, AI tools for workflows