

Ankita Sinha
Senior UX Researcher

+44 07721861478 | ankitasinha1803@gmail.com | <https://www.linkedin.com/in/ankitasinha18> |
www.sinhaankita.com | London, UK

PROFILE

Experienced UX Researcher with **5 years of expertise** in driving user-centric design strategies. Proven track record of increasing customer retention through research-led design, conversational design, behavioural insights, and service innovation. Passionate about **human-centered research, data-driven insights, and enhancing digital experiences**. Adept at translating complex user data into actionable insights that shape strategic product decisions. Currently seeking **opportunities as a Senior UX Researcher** to further advance research-driven design strategies as well as to be a bridge between business and user needs.

EMPLOYMENT HISTORY

Principal UX Researcher, CleverTap | *Sep 2022 - Apr 2023*

- Led **qualitative and quantitative research** to drive user-centric design strategies, improving **digital customer journeys** and boosting **retention by 25%**.
- Developed and implemented **usability tests**, resulting in a **10% increase in task completion rates**.

Senior Design Researcher, Yubi (formerly CredAvenue) | *Sep 2020 - Jul 2022*

- Established a **structured research vertical**, increasing **research adoption by 10%**.
- Improved customer retention by **15%** by optimising **onboarding experiences and transaction workflows**.
- Developed a **Research Playbook**, empowering teams to independently conduct usability tests.

UX Research, ShareChat | *Dec 2019 - Sep 2020*

- Conducted research with creators across to enhance **accessibility and inclusivity**.
 - Increased **content creator retention by 20%** through localised UX optimisations.
 - Enhanced **female participation by 2%** by designing inclusive onboarding workflows.
-

EDUCATION

Master of Business Administration (Business Analytics), University of Aberdeen, UK | 2023-2024

- Focused on **Business Strategy, Data Analytics, and Customer Behaviour**.

Master of Design (Design Research), National Institute of Fashion Technology, India | 2016-2018

- Specialisation in **Digital Design, Trend Analysis, and Customer-Centric Design Strategies**.
-

SKILLS & ACHIEVEMENTS

- **UX Research & Usability Testing**: Qualitative & Quantitative, Maze, Lookback, UserTesting
 - **Prototyping & Wireframing**: Figma, Axure, Miro
 - **Data & Analytics**: SQL, Microsoft Excel, Google Analytics, Mixpanel, Hotjar
 - **Survey & Feedback Tools**: Typeform, SurveyMonkey, Qualtrics
 - **Agile & Collaboration**: Jira, Confluence, Trello
 - **'The Super Squad' Award (2022)** – Recognised for impactful research at Yubi, driving a 20% increase in retention and a 15% boost in conversion rates.
-

LANGUAGES

- English (native)
 - Hindi (native)
 - German (Beginner)
-

References Available Upon Request