

Anjanesh Sharma

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Profile

Senior UX / Product Researcher with 6.5+ years of experience leading applied research across SaaS, fintech, and data-intensive digital platforms. Proven ability to plan and execute end-to-end qualitative and quantitative research, synthesize complex data into clear insights, and influence product strategy and roadmap decisions. Comfortable operating in ambiguous problem spaces, partnering closely with Product, Design, Engineering, and Data teams, and using analytics and AI-assisted workflows to accelerate insight generation while maintaining research rigor.

Skills & Abilities

UX & Product Research	Insights, Data & AI	Strategy & Collaboration
<ul style="list-style-type: none">End-to-end research lifecycle (foundational, generative, evaluative)User interviews, usability testing, diary studies, surveysContextual inquiry, ethnographic researchPersonas, journey maps, mental models	<ul style="list-style-type: none">Qualitative and quantitative synthesisBehavioral analytics interpretationFeature adoption, activation, retention insightsAI-assisted research and synthesis workflowsInsight storytelling and frameworks	<ul style="list-style-type: none">Research roadmaps and multi-phase studiesCross-functional collaboration (Product, Design, Engineering)Stakeholder influence and executive communicationAgile product developmentMentorship and research advocacy

Professional Experience

Ipsos Research | Senior Research Executive – UX | March 2025 - Present

- Led end-to-end UX research across large-scale digital products spanning SaaS, fintech, advertising, messaging, and subscription platforms.
- Designed and executed foundational, generative, and evaluative research aligned to product maturity and decision risk.
- Applied mixed-methods approaches including interviews, usability testing, surveys, diary studies, and contextual inquiry.
- Synthesized qualitative research, quantitative findings, and analytics into clear narratives, principles, and actionable recommendations.
- Partnered closely with Product Managers, Designers, and Engineers to embed research insights into product strategy and roadmap decisions.
- Leveraged AI-assisted tools and workflows to accelerate synthesis, pattern detection, and reporting without compromising rigor.
- Presented research outcomes to senior stakeholders and mentored junior researchers on methods, synthesis, and communication.
- Contributed to research standards, documentation practices, and knowledge sharing across distributed teams

Motilal Oswal financial services | Assistant manager- User insights | December 2023 – March 2025

- Embedded within product and design teams to drive UX and product research across trading, onboarding, and investment workflows.
- Conducted generative and evaluative research to uncover user needs, trust drivers, and friction points in regulated fintech environments.
- Integrated qualitative insights with behavioral analytics (Mixpanel, Amplitude, Tableau) to inform adoption, usability, and experience quality.
- Delivered research insights that influenced product prioritization and contributed to a 25% increase in user satisfaction.
- Collaborated cross-functionally with Product, Design, Analytics, and Business stakeholders to align user insights with business outcomes.
- Communicated findings through clear reports, decks, and working sessions with senior leadership.

Upstox | Senior Research Associate | May 2022 - December 2023

- Led UX research initiatives across consumer fintech products in agile, fast-paced environments.
- Conducted interviews, usability testing, surveys, diary studies, card sorting, A/B testing, and persona development.
- Supported early-stage feature exploration and iterative validation across product teams.
- Streamlined research processes and documentation to improve speed, consistency, and insight reuse.
- Partnered closely with designers and product managers to translate insights into experience improvements.

S&P Global | Financial Data Researcher | June 2019 - April 2022

- Streamlined research processes to meet tight deadlines for multiple projects.
- Processed Financial transactions and reported them accurately to the database using analytical, problem-solving, and financial accounting knowledge.
- Participated with the UX team to work on a lean project to identify bottlenecks faced by user while interacting with the product.

Educational Qualifications/ Certifications

- PGDM in Finance 2019, Taxila Business School, Jaipur.
- Bachelor of Commerce, 2015, Mumbai University.
- Coursera - Google UX Design Professional Certificate.
- SAP ERP-FI Global Certified, 2018.

TOOLS

UserTesting, User Interviews, Dovetail, Figma, Miro, FigJam, Mixpanel, Clevertap, Useberry, Notion, Jira, Google Workspace