

**Anjanesh Sharma**  
Senior Research Associate  
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### Career Objective

To use my skills in user research, problem-solving, and data analysis to design intuitive and effective products that meet the needs of users. Seeking a UX researcher role at a forward-thinking company where I can contribute to the development of innovative and user-centered designs.

### Skills

- UX Methodologies
- Thematic analysis
- Figma
- Quantitative Data Analysis
- Usability testing
- Communication Skills
- MS Office Suite
- Analytical Skills

### Professional Experience

- Upstox, Mumbai**  
**Designation: Senior Research Associate, May 2022 – Present**
  - Streamlined research processes to meet tight deadlines for multiple projects.
  - Implemented various UX research methodologies (**Interviews, Surveys, Usability testing, Card sorting, A/B testing, User personas**)
  - Recruited, screened, scheduled, and conducted user research using a wide variety of qualitative and quantitative research methods such as, in-person, and remote.
  - Took lead in many research projects from briefing to insight presentation. Structured protocols for various usability research requests.
  - Highlights:**
  - **User Interviews** (Referral study, Persona study, Competitor analysis study, Churn study, Authorized partners study etc.)
  - Designed discussion guide, Scheduling session, moderating interviews gathering insights, deriving insights using thematic analysis, rainbow spreadsheet and creating reports.
  - **Usability Testing** (Mutuals funds study, F&O study, Stock sip study, Prototype testing etc.)
  - Executed multiple research projects requested by different stake holders/PMs demanding their own planning and execution.
  - **Online Software** (IA study, Wallet study, Global Indicators etc.)
  - Google survey, Type-form, Airship, Useberry (**A/B testing, Open analytics, Card sorting, Task Analysis**) etc.
- S&P Global, Ahmedabad**  
**Designation: Financial Data Researcher, June 2019 – April 2022**
  - Processed Financial transactions and reported them accurately to the database using analytical, problem-solving, and financial accounting knowledge.
  - Hands-on experience in analysis of insurance domain as well as cross functional domain.
  - **Projects:** Participated with UX team to work on lean project to identify bottlenecks faced by user while interacting with the product.
- Nikita Jewelers, Mumbai**  
**Designation: Assistant Production Analyst, June 2015 - May 2017**
  - Supervised manufacturing operations to ensure the achievement of production targets as per the product plan.
  - Maintained proper documentation Coordination with consumers, agents, suppliers to develop a smooth infrastructure.

### UX Projects

#### Hotstar App

- Conducted extensive user research for Hotstar app.
- Created Wireframes, Sketches and 1:1 interview to uncover user needs.
- Derived solution on basis of existing UI which is in line with design system.

#### Dunzo App

- Conducted usability testing, interviews, and surveys to discover pain points and frustrations encountered by users.
- Recommended couple of features on basis of usability report.
- Created Prototype for new features in line with existing UI.

### Certifications

- Coursera - Google UX Design Professional Certificate.
- SAP ERP-FI Global Certified, 2018.

### Educational Qualifications

- **PGDM in Finance** 2019, Taxila Business School, Jaipur.
- **Bachelor of Commerce**, 2015, Mumbai University.