

ANJANESH SHARMA

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Portfolio:

Career Objective: Assistant Manager for User Insights with 4+ years of applied research experience in the financial technology domain, specializing in UX research. Proven track record of conducting comprehensive research using a wide range of qualitative and quantitative methodologies to drive product improvements. Expertise in usability testing, user interviews, and survey analysis with a passion for translating user needs into actionable insights. Adept at collaborating with cross-functional teams to prioritize research initiatives and deliver user-centric product experiences.

Key Skills:

- **Research Methods:** Usability testing, contextual inquiry, surveys, diary studies, A/B testing, ethnographic research, benchmark studies, participatory workshops, data analysis
- **Tools:** Survey Tools like Typeform, SurveyMonkey, Usability Testing Tools like UserTesting, Optimal Workshop, Prototyping Tools like Figma, Sketch
- **Collaboration:** Cross-functional teamwork with Product Managers, Engineers, and Designers
- **Communication:** Report writing, presentations, advocacy for research findings to executive leadership

Professional Experience:

Motilal Oswal Financial Services

Designation - Assistant Manager - User Insights, December 2023 – Present

- **Led research projects on stock trading platforms**, utilizing **qualitative and quantitative mixed methods** such as **usability testing, interviews, A/B testing, surveys, and web analytics** to optimize the user journey, increasing user satisfaction by 25%.
- **Collaborated cross-functionally** with product managers, engineers, and designers, embedding **user insights** into product development and influencing key decisions in the product roadmap.
- Designed and executed research studies in a fast-paced environment, applying methods like **field studies, analytics, A/B testing, and user experience research** to gather actionable insights.
- Advocated for research findings to leadership through reports, **experience maps, personas**, and presentations, directly influencing product feature prioritization.

Projects:

- **Rise App UX Research**
- Conducted **mixed-method research** on a stock trading platform, uncovering critical usability issues. Findings led to a redesign of the **order execution process**, improving task completion rates by 40%.
- Led generative research to understand novice investor pain points. Insights from **contextual interviews and diary studies** helped prioritize educational features in the app's roadmap.

Upstox

Senior Research Associate - UX Research, May 2022 – November 2023

- Spearheaded usability studies and contextual inquiries, streamlining the research process, and improving the user experience for a diverse financial user base.
- Conducted benchmark studies, ethnographic research, and field visits to understand user behaviors and needs in different product touchpoints.
- Collaborated with cross-functional teams to align research objectives with business and technical requirements, leading to product enhancements.

S&P Global

Financial Data Researcher, June 2019 – April 2022

- Conducted lean research projects in collaboration with the UX team, analysing user data and product feedback in the insurance domain.
- Participated in UX research efforts, working with designers and engineers to enhance product offerings based on research findings.

Personal project

Hotstar/Dunzo

Independent UX Researcher (Personal Project)

- Led user research initiatives, including usability testing and user interviews, for key app features. Developed wireframes and suggested feature improvements based on usability reports.

Education

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