

Meghana Gautam

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✓ No visa sponsorship needed

Summary

UX Researcher and Service Designer with 6+ years of experience turning complex user behaviour into measurable product outcomes across telecommunications, enterprise software, e-commerce and civic tech. I build research practices from the ground up, lead mixed-methods studies at scale and drive cross-functional alignment. Directed research at Microsoft that increased product adoption by 22%, and led a journey redesign at Verizon that reduced support complaints by 20%.

Experience

UX Research Consultant · Verizon

Aug 2024 – Jan 2026

- Led end-to-end mixed-methods research on in-store kiosk adoption, running contextual in-person interviews and usability evaluations to find friction in complex flows, and delivering recommendations that drove a full interface redesign.
- Drove process improvements through behavioural analytics and journey redesign, resulting in a **20% reduction in technical support complaints** within 12 months.
- Identified operational bottlenecks in customer-facing workflows and documented improvements that reduced manual intervention and created repeatable support processes.
- Facilitated cross-functional workshops across Sales, Marketing and Operations on user-centred design and AI tool adoption, turning insights into prioritised business actions.

Senior UX Researcher · Microsoft (via Tech Mahindra)

Oct 2023 – Apr 2024

- Directed a 7-month mixed-methods usability evaluation of enterprise account management tools with **50+ participants**, combining SUS, semi-structured interviews and heuristic evaluation to diagnose adoption barriers.
- Integrated bi-weekly telemetry analysis in Microsoft Clarity (session recordings, heatmaps, funnels) with qualitative findings, contributing to a **22% increase in product adoption**.
- Aligned findings with global business KPIs by partnering with Sales, Marketing and Data Analytics through structured synthesis and stakeholder briefings.

UX Researcher · Thence

May 2022 – Sep 2023

- Sole research owner for a major consumer retail brand. Diagnosed a **68% product page exit rate** by triangulating user interviews with behavioural analytics (Hotjar), and delivered strategic reports that redefined the product display pages.
- Created low- and mid-fidelity wireframes in Figma to bridge research and design, reducing hand-off friction with engineering.

Rising Star Award, within 6 months

UX Researcher · I-PAC (Indian Political Action Committee)

Sep 2021 – Apr 2022

- Built the organisation's first UX research practice from scratch: recruitment pipelines, research templates and a reporting cadence for a non-technical organisation with diverse rural user segments.
- Designed user flows and interaction patterns for a native mobile app. Research-driven optimisation helped it reach **50,000+ installs within 3 months**.

Research Analyst · Cognizant

Mar 2020 – Sep 2021

- Ran sentiment and behavioural analysis in R for U.S. healthcare B2B providers (client: TriZetto Provider Solutions), working with complex domain knowledge and time-pressured professional users.
- Streamlined customer query resolution through systematic analysis, delivering 100% on-time project completion across the engagement.

Amber Award, 3 times in a row

Education



M.Sc. Cognitive Science
IIT Gandhinagar · 2017 – 2019



B.A. Social Sciences
TISS Hyderabad · 2014 – 2017

Methods & tools

RESEARCH METHODS

User interviews, contextual inquiry, diary studies, moderated and unmoderated usability testing, heuristic evaluation, survey design, concept testing, A/B testing, ethnography, sentiment analysis

SERVICE DESIGN

Customer journey mapping, service blueprints, process mapping, root cause analysis, stakeholder workshops

ANALYTICS & DATA

R, SPSS, SQL, Qualtrics, Microsoft Clarity, Hotjar, Google Analytics, Power BI, telemetry analysis, KPI reporting

DESIGN & SYNTHESIS

Figma, Miro, FigJam, Dovetail, Notion, wireframing, user flows

AI-ASSISTED RESEARCH

ChatGPT, Claude, NotebookLM, custom GPTs and Dovetail AI for desk research and synthesis. AI scales the search, the interpretation stays human.

COMMUNITY

Ladies that UX Amsterdam, UX Camp Amsterdam, UX Rotterdam, ADPList mentor, UXINDIA 2024

Languages

- English · native
- Hindi · native
- Dutch · A2 (certified)