

# PRITHVI KUDVA

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## USER EXPERIENCE RESEARCHER

### Mixed-Method Expertise | Human-Centered Insights | Strategic Storytelling

Results-driven UX researcher with a strong foundation in qualitative and quantitative methodologies, translating complex data into actionable user insights. Skilled at uncovering user needs, optimizing experiences, and driving business impact through methodical research and compelling storytelling. Adept at distilling findings into strategic recommendations that influence design decisions.

## SKILLS

**Research Methods:** Interviews | Observation and Ethnography | Contextual Inquiry | Survey | Card Sorting | Usability Testing (Moderated and Unmoderated) | Heuristic Evaluation | Concept Testing

**Data Analysis and Synthesis:** Thematic Analysis | Affinity Mapping | Personas | Journey Maps | Storyboards

**User-Centered Design:** Design Thinking | Wireframing | Prototyping | Lean UX

**Software:** Optimal Workshop | EnjoyHQ | Userlytics | User Interviews | UserTesting | Qualtrics | Figma | Adobe Suite | Miro

**Programming:** Java | SQL | R | SPSS | Arduino

## EXPERIENCE

**HCD Researcher (Contract) | TD Bank via Razorfish | Chicago, IL (Remote)** May 2025 – Feb 2026  
Led end-to-end research for digital banking experience (web and mobile), with a focus on consumer deposit products; conducted both customer-facing and colleague-focused research to optimize internal tool usability and operational efficiency.

- Designed and executed three rounds of mixed-method research with 50+ participants, synthesizing insights into recommendations to improve click-through rates and completion of digital account setup tasks.
- Represented the voice of the customer in design workshops, aligning product decisions with user and business outcomes.
- Led an end-to-end evaluation of the CD renewal experience, analyzing notifications, email touchpoints and interface to uncover customer concerns; synthesized findings into a journey map that informed usability improvements.

**User Experience Researcher | Juniper Networks | Chicago, IL (Remote)** Mar 2022 – Dec 2023  
Credited with uncovering crucial user pain points and opportunity areas through the planning, execution and presentation of comprehensive research on customer journeys. Coached and mentored Interns.

- Transformed new customer onboarding with executive presentation showcasing key pain points, securing substantial funding for a 5-project program.
- Enabled technical teams to incorporate user perspective into system design by mapping the end-to-end registration journey across 4 interfaces and 9 backend systems; delivered a service blueprint that became a cross-team reference artifact.
- Championed process optimization, reducing research recruitment and logistics time by half through developing a unified participant tracker and establishing a data maintenance protocol.

**Senior Researcher | Ipsos North America | Chicago, IL** Jun 2021 – Mar 2022  
Led research for Tech and E-commerce clients, managing vendor coordination, reporting insights, and collaborating with stakeholders to translate data into impactful recommendations.

- Uncovered 7 mobile UX improvements for a retail client by leading a mixed-method study with >300 participants driving stakeholder action.
- Executed multi-phase (4 rounds) generative and evaluative research for Meta Platforms, Inc. to explore user perceptions of feed control and assess discoverability and usability of control-related settings.
- Reinvigorated FAANGs rolling research program by uncovering new research avenues through a 6-country meta-analysis, securing additional projects for Ipsos.

**UX Research Associate | Bentley User Experience Center | Waltham, MA** Jan 2020 – Dec 2020  
Collaborated with senior consultants to execute research and usability evaluations, provided clients with reliable data to produce optimal UX outcomes.

- Engaged virtual audience of 400+ with storytelling and visual aids during telemedicine UX webinar, resulting in high engagement.
- Created and delivered 6 UX research training videos for Autodesk, enabling non-UX staff to execute basic usability testing and user interviews independently.
- Supported facilitation of co-creation workshops for a robotics client, contributing to insight generation that guided user-centered product feature decisions.

**UX Researcher | Lollypop Design | Bangalore, India** May 2018 – Jul 2019  
Led the translation of requirements into plans and timelines, conducted research, reported findings, defined templates and contributed to product design sprints in a cross-functional fast paced environment.

- Boosting user engagement for diverse audiences, my ethnographic study with 185 non-English users in India led to a more inclusive mobile video app design, fostering wider reach and adoption.
- Bolstered client's e-commerce sales 5x via targeted UX upgrades through contextual inquiry, heuristic evaluation, and complaint analysis.
- Redesigned a mobile AI chatbot for a healthcare sector client, identifying 13 critical usability issues through a 3-day rapid iterative testing study, and delivered a user-friendly prototype.

**Associate Consultant | Adobe | Bangalore, India**

**Jun 2014 – Jun 2016**

Endeavored high quality website development through comprehensive functional testing and validation against design specifications, ensuring seamless user experiences on AEM-powered platforms.

**EDUCATION**

**Master of Science / Human Factors in Information Design** | Bentley University – McCallum Graduate School of Business | Waltham, MA | May 2021

**Master of Design/Interaction Design** | National Institute of Design| Bangalore, India | May 2018

**Bachelor of Engineering/Information Science and Engineering** | BMS College of Engineering | Bangalore, India | Jun 2014