Priyal Shrivastava

SENIOR UX RESEARCHER

A designer turned User/ Experience Researcher with over 3 years of experience. Proficient in conducting qualitative research using mix methodologies to align user and business goals. Constantly driven to uncover the profound impact of cultural nuances and human behavior on products. On the side, building a platform to evangalize user research in India

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WORK EXPERIENCE

UX Researcher / Microsoft

September 2024 - Current (Contract)

- Researching the Outlook experience on mobile web browsers

Senior UX Researcher / Razorpay

April 2024 – July 2024
October 2022 – April 2024 (UX Researcher)

- Formulated the strategy for a new product vertical through market research
- Conducted **foundational studies** with 30+ users around value derivation of neobanks in companies to influence the business strategy and formulate the roadmap for the following financial year.
- Proposed & conducted an in depth **UX audit and usability test** of the company's website visited by 1M+ people everyday, and onboarding flow to understand SME's mental model around filling forms.
- Evangelized research in the organization by setting up 2 **customer empathy building programs** and conducting full day workshops for 50+ product managers & designers.
- Received the "Pole Star" award for user centricity and "Most Valuable Person" award thrice during the tenure.

Product Designer & Researcher / Razorpay

July 2021 – October 2022

- **Redesigned the onboarding flow** for SME merchants and increased overall conversion by 51% and reduced the form filling time by 64%.
- Designed **multiple experiments** to improve merchant onboarding journey

User Research Intern / Meesho

May 2020 – July 2020

- Focused on understanding community building for women from semi urban and rural Indian cities through secondary research, surveys and 40+ qualitative interviews for a product with 10M+ downloads.
- Led research study on the effects of language and socio-cultural factors in user research and designing for the next billion users.

Founding Member / User Research India

August 2020 – Present

Building User Research India initiative with industry leaders to share information and insights about the User Research ecosystem in India and engage leadership to invest in user research across sectors.

EDUCATION

2017 - 2021

Indian Institute of Technology, Guwahati

B.DES

CGPA: 9.13

SKILLS

Qualitative interviews
Survey Design
Usability Testing
Contextual Inquiry
Leveraging analytics
Mix method research
Building customer empathy culture
Prototyping
UX Design