

# ROHINI SINGH

UX RESEARCH + STRATEGY

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## ABOUT ME

I'm a systems-minded user experience researcher and strategist. With a nimble, creative, and pragmatic approach, I strive to push the boundaries of UX research to design strategic solutions that elevate business results and improve users' lives.

During 6+ years of leading human-centered design projects, I have designed and executed over 30 generative research studies in a wide array of domains including energy, mobility, healthcare, consumer tech, public service systems and more, engaging with 500+ users. In my current role, and as the first UX Researcher in Shell's Global Experience Design team, I actively educate and influence stakeholders and cross-functional product teams to build a robust and scalable UX research ecosystem. During the next phase of my career, I'm excited to advance my leadership skills and create value for businesses, users, and our ecosystem as a whole.

## EXPERIENCE

### UX Researcher

SHELL | August 2020 - Present

- Managed all generative and evaluative research initiatives in the complex Shell Fleet Solutions ecosystem for 5 top-priority product lines with a focus on Europe Market.
- Conducted strategic UX research for Shell Mobility Systems, baselined the current experience and set up relevant UX metrics which led to improving the operative workflow efficiency by 40%
- Created a knowledge repository from the ground up for the Services on the Road business by developing end-to-end ecosystem maps, service blueprints, and customer journey maps; this approach was recognised as a best practice and adopted business wide.
- Drove product roadmap decisions by conducting strategic UX research, utilizing various methods such as remote usability testing, diary studies, ethnography, interviews, and surveys
- Demonstrated UXR ROI to win buy-in from executive leadership in several product lines, accelerating the growth of Shell's in-house research capability from a team of 1 to 10 researchers and beyond; also provided end-to-end support in the hiring process
- Trained and mentored researchers and designers in lean user research and analysis methods to cultivate a culture of empathizing with end-users within product teams
- Audited existing research processes, identified bottlenecks, defined best practices and SOPs, which led to standardised, high quality work and increased stakeholder satisfaction.

### Talks and Presentations

- Innovative User Research methods for a remote world, Design Community Connect | December 2021
- Mentor, Understanding Your Consumer and Problem Space Learning Path | September 2021
- Fundamentals of UX Research, the MILL and the Foundry, March 2021

### Senior Design Researcher

TATA ELXSI | August 2018 – July 2020

- Advised global technology companies on innovation strategy through design research by understanding user and market needs, extracting actionable and novel insights to inform future product development
- Led and empowered a project team of 6 junior to mid-level researchers and designers through crisp project planning, utilizing innovative research methods, and providing project and resource support

- Successfully drove Blue Ocean innovation research during the onset of the challenging pandemic from proposal development, study design, project scoping, recruitment, insight generation, to ensuring high-quality deliverables to clients' global headquarters. Client: Samsung, duration: 8 months.
- Coordinated and led global research on Nuclear Medicine Imaging ecosystem generating insights that led to a complete overhaul of the product UX and identified product innovation opportunities to position the client as a differentiator in the market, Client: GE Healthcare, duration: 8 months.
- Drafted pitch proposals, managed project timelines and ensured quality deliverables for global clients including Samsung, Panasonic, Vivo, Government of Kerala, Asian Paints, Arcelik, Exxon Mobil, and more.
- Earned TATA Elxsi Bravo Award for the impactful research and outstanding contribution towards the India Entry CMF Strategy for client Arcelik Beko.

## Design Researcher

TATA ELXSI | June 2016 - July 2018

- Drove Tata Elxsi Consumer Trends program publishing yearly trend reports for 4 consecutive years. ([link](#))
- Crafted a research framework ("Inquire-Infer-Inform") for streamlining the research process that continues to serve as the main strategy for manoeuvring projects from problem space to pragmatic solutions. ([link](#))
- Facilitated design thinking workshops and moderated focus group discussions, user interviews, brainstorming sessions, and prioritization workshops
- Clients include Nagpur Metro, Asian Paints, Tata Sky, Panasonic and Daimler

## Research Intern

TATA ELXSI | January 2016 – April 2016

- Worked on a self-initiated inquiry into the challenges of city-travel. Research culminated in recommendations of IoT based systemic solutions for development by the internal tech teams at Elxsi.
- Collaborated on usability testing for an AR application for kids and an exploratory trend research study.
- Created client-facing collateral like research videos, graphics and data visualizations for effective communication of insights to the senior management and clients.

## Research Intern

ONIO Design | June 2015 - July 2015

- Assisted the project team in User Research to map priority features and price tolerance of feature package modules for a crane platform by Mahindra.
- Created the visual language for 2 different board games focused on enhancing the learning ability of kids

## EDUCATION

### Master of Design

National Institute of Fashion Technology, Mumbai | 2014 – 2016

### Bachelor of Engineering

University Institute of Engineering and Technology, Panjab University, Chandigarh | 2010 – 2014

## SKILLS

- Leading immersive research utilizing quantitative and qualitative methods like Ethnography, Contextual Inquiries, Focus Groups, Diary Studies, Usability Testing, Tree-jack Tests, Card Sorting and surveys
- Expertise in defining mental models, personas, thematic analysis, gap analysis, touchpoint and use case analysis, and framing UX strategy
- Experience in using research tools like usertesting.com, dovetail, MIRO, Qualtrics
- Storytelling insights and data visualization using Figma, Adobe Premier Pro and Microsoft Office