

ROHINI SINGH

UX RESEARCH + STRATEGY

www.singhrohini.com

irohinisingh@gmail.com

+44 738 882 9974

London

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.

In 7+ years of driving user empathy, I have designed and executed over 40 generative research studies in a wide array of domains including data technologies, energy, mobility, healthcare, public service systems and more. In my current role, I lead user research for the data infrastructure platforms at Spotify, actively educating and influencing stakeholders to shape the data collection strategy, build robust research informed data products and a 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

SPOTIFY

Senior UX Researcher | October 2022 - Present

- Led strategic insights as the Insights Road Manager and Product Area Insights Partner in Spotify's data platform.
- Drove strategy, prioritisation of initiatives and product features through insights resulting in pivotal strategy changes and a 90% insights informed product roadmap.
- Crafted and implemented multi-method research roadmaps creatively combining qualitative research and data science for triangulation.
- Assessed the business opportunity of optimising time-to-instrument and flagged its diminishing ROI, uncovered new opportunities and quantified their impact leading to the decision to redirect investments.
- Established a unified understanding of the users operating in Spotify's data ecosystem by defining business-relevant behavioural segmentations, mindsets, archetypes and detailed user journeys.
- Introduced and executed the 'Thoughtful Execution' framework for effective implementation of insights into product planning.
- Designed self-service tools to streamline the recruitment process for internal user researchers significantly reducing the time to insights.
- Adopted a continuous research framework in the development phase of the initiative to enable a rapid iterative process and enabled key stakeholders to conduct UXR through self-serve toolkits and training.

SHELL

UX Researcher | August 2020 - August 2022

- Led generative and evaluative research initiatives in the complex Shell Fleet Solutions ecosystem for the 2 highest revenue services.
- Conducted strategic UX research for Shell Mobility Systems, baselined the current experience and set up relevant UX metrics.
- 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; the approach was recognised as a best practice and adopted business wide.

TALKS AND INITIATIVE

The BAD (Behaviour and Design)

Conference, London | May 2022

Cognitive Bias in User Research

Design Community Connect | December 2021

Innovative User Research methods for a remote world

Mentor | September 2021

Understanding Your Consumer and Problem Space Learning Path

The MILL and the Foundry | March 2021

Fundamentals of UX Research for Product Managers

EDUCATION

Master of Design | 2014 - 2016

National Institute of Fashion Technology, Mumbai

Bachelor of Engineering | 2010 – 2014

University Institute of Engineering and Technology, Panjab University, Chandigarh

Designing Strategy | February 2022

IDEO U Online Course Certificate ([link](#))

- Drove product roadmap decisions by conducting strategic UX research, utilising 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 research capability from a team of 1 to 10 researchers and beyond; provided end-to-end support in the hiring process
- Mentored researchers and designers in lean user research and analysis methods cultivating a culture of research-led design process
- Audited existing research processes, identified bottlenecks and defined best practices, which led to standardised, high quality work and increased stakeholder satisfaction.

TATA ELXSI

Senior Design Researcher | August 2018 – July 2020

- Advised global technology companies on innovation strategy by extracting actionable and novel insights to inform product development
- Created 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.
- Led and empowered a project team of 6 researchers and designers through crisp project and resource planning
- Designed and led a Blue Ocean innovation research during the onset of the pandemic from proposal development, study design, project scoping, recruitment, insight generation, to ensuring high-quality deliverables. *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.*
- Earned **TATA Elxsi Bravo Award** for the impactful research and outstanding contribution towards the India Entry CMF Strategy for client Arcelik Beko.

Design Researcher | June 2016 - July 2018

- Drove the 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 guiding process for manoeuvring projects from problem space to pragmatic solutions. ([link](#))
- Organised design thinking workshops and moderated focus group discussions, user interviews, and brainstorming sessions.
- Clients include Nagpur Metro, Asian Paints, Panasonic and Daimler.

Research Intern | 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 visualisations for effective communication of insights.

SKILLS

- Leading immersive research utilising quantitative and qualitative methods like Ethnography, Contextual Inquiries, Survey, Focus Groups, Diary Studies and Usability Testing
- 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 visualisation using Figma, Adobe Premier Pro and Microsoft Office