

Shubhi G

Senior Lead UXR & Scrum Master / Senior UX Researcher

SUMMARY

- Extensive experience in leading UX research initiatives, with a focus on enhancing user experiences through observational research, ideation workshops, and design thinking methodologies.
- Proven ability to uncover critical user insights, drive product development strategies, and lead cross-functional teams to achieve significant business growth and user engagement.
- Deep expertise in behavioral research, including conducting user interviews, observational studies, and analyzing complex data to uncover key behavioral patterns and user needs.
- Certified in Design Thinking Workshop Facilitation, with a strong ability to lead workshops using tools like Mural and Miro, fostering innovation and creative problem-solving.
- Certified Scrum Master (CSM) with expertise in Scrum methodologies, capable of leading agile teams to deliver high-quality products on time.
- B.Tech in Computer Science and M.S. in Research in Computational Natural Sciences (Cognitive Neuroscience) from IIIT Hyderabad, with a strong foundation in both technical and research-oriented disciplines.

TECHNICAL SKILLS

Main Technical Skills	UX, UX research
Programming Languages	Python
UI Frameworks, Libraries, and Browsers	HTML
Collaboration, Task & Issue Tracking	Atlassian Trello, Jira
Third Party Tools / IDEs / SDK / Services	MatLab
UI/UX/Wireframing	UX, UX research
Other Technical Skills	Certified Scrum Master (CSM), Design Thinking Workshop Facilitator, MS Suite, PPT

WORK EXPERIENCE

Lead UXR & Scrum Master - Ammalgam

Mar - June 2024

Summary: Optimized product management workflows as a Scrum Master, conducted market research, and led AI strategy workshops at Ammalgam.

Responsibilities:

- As Scrum Master, optimized product management workflows and team collaboration through Scrum meetings and retrospectives.
- Conducted market research and competitor analysis, leading workshops to create a unique marketing strategy that boosted Ammalgam's Twitter followers by 1,000 and enhanced its market presence.
- Led workshops on artificial intelligence strategies for growth, including personalized portfolio management and cross-chain compatibility, providing suggestions to enhance Ammalgam's market position and user base.

Senior UX Researcher, UX Research and Design Thinking Initiative

Duration: Oct 2021 - Feb 2024

Summary: Led various UX research projects, including a notable project for Google, and spearheaded the founding of the Design Thinking Center at TTEC.

Responsibilities:

- Managed a portfolio of 45+ SMBs, including Peloton, leading ideation workshops and collaborating with CX leaders to identify workflow obstacles, driving a \$6.1 million revenue increase and a 600% rise in client proposals.
- Led various research projects, including one for Google, where I shadowed agents to identify workflow inefficiencies and proposed automation recommendations, potentially saving users 5-10 minutes per task and significantly improving overall efficiency.
- Spearheaded research for a \$5M Humanify product, uncovering critical barriers to low user adoption; drove the decision to discard the existing product and led teams in developing and testing a new solution, significantly enhancing engagement.
- Founded and led the Design Thinking Center at TTEC, delivering impactful workshops for teams, C-suite executives, and clients to address strategic challenges and enhance client relationships.

UX Research Intern - American Airlines

May 2021 - Sep 2021

Summary: Conducted observational research and user interviews at PHL Airport, leading to design recommendations to improve the boarding process.



Responsibilities:

- Conducted observational research and user interviews at PHL Airport, analyzing the boarding process from a behavioral perspective and identifying 3 key behavioral patterns.
- Formulated 10 targeted design recommendations based on deep insights into user behaviors, emotions, and needs.
- Piloted a design recommendation to assess its effectiveness in enhancing the airport boarding experience.

Neuroscience Research Assistant - IITH

May 2019 – May 2021

Summary: Analyzed fMRI data to investigate brain network activations in response to empathy stimuli.

Responsibilities:

- Conducted a neuroscience study analyzing fMRI data to investigate Brain network activations in response to empathy stimuli, such as emotional movies, to assess empathy levels.
- Utilized EEG caps, fMRI, and eye-tracking technologies, alongside SPM12, GIFT, MATLAB, and Python for data analysis.
- Behavioral Researcher for the Music & Cognitive Science Lab, leading a cross-cultural study on the enjoyment of sadness in music with statistical analysis; selected as one of 20 researchers from India to present at the Annual Conference of Cognitive Science.

Product Management Intern - T-Hub

May – July 2019

Summary: At T-Hub, created a mentorship program for startups, conducted founder interviews, identified user needs, and developed prototypes.

Responsibilities:

- Designed and launched a Mentorship program for 150+ startups at T-Hub, India's largest startup incubator, in collaboration with the PM team.
- Conducted interviews with 50+ startup founders to identify unmet needs and define key features.
- Worked with the design team to develop low-fidelity prototypes using Figma.
- The program has facilitated startups in securing funding, achieving successful product launches, and expanding their networks.

Mental Health Research Assistant - Emory University

May – July 2018

Summary: Assisted a comprehensive mental health research project at Emory University, contributing to assessments and conducting targeted focus groups.



Responsibilities:

- Partnered with Prof. Charlie Davidson on a comprehensive mental health research project, contributing to a campus mental health stigma assessment.
- Trained with the Office of Health Promotion to design and conduct focus groups, contributing to research on mental health literacy and stigma..
- Developed and executed a complex Qualtrics survey, analyzing data to uncover critical insights and drive strategic recommendations for impactful decision-making.

EDUCATION

IIIT Hyderabad

B.Tech in Computer Science and M.S in Research in Computational Natural Sciences (Cognitive Neuroscience)

CERTIFICATION

Design Thinking Workshop Facilitator

Qualified in facilitating workshops using Mural and Miro.

Certified Scrum Master (CSM)

Certification indicating expertise in Scrum methodologies.

