

Prashansa

UX Researcher | AI-Enabled Product & CX Strategy

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UX Researcher and Service Design practitioner with 6+ years of experience translating customer insights into product, service, and business strategy across enterprise SaaS, OTT, retail, energy, and public sector transformation. Experienced in mixed-method research, AI-assisted insight synthesis, behavioral analytics, workshop facilitation, and customer experience strategy. Passionate about solving complex systems problems by combining research, systems thinking, and emerging AI capabilities to drive product innovation.

WORK EXPERIENCE

UX RESEARCHER & SERVICE DESIGNER at Publicis Sapient

December 2024 - Present

Client: Abu Dhabi National Oil Company (ADNOC) | Enterprise CX & Service Design

- Led enterprise-scale customer experience strategy by combining AI-assisted qualitative synthesis, quantitative research, behavioral analytics, and CSAT insights to define 7 distinct customer segments and strategic growth opportunities.
- Developed evidence-based behavioral personas using LLM-assisted synthesis, sentiment analysis, customer motivations, and purchase behavior to uncover actionable customer needs.
- Led persona development, customer journey mapping, and journey evaluation by integrating research insights, operational metrics, and AI-supported synthesis to identify high-impact experience improvements.
- Mapped end-to-end service journeys across all customer segments, uncovering unmet needs, emotional barriers, and operational friction to inform future-state service design.
- Identified CX opportunity areas linked to business outcomes including customer retention, cross-sell opportunities, and segment growth, translating research into measurable strategic recommendations.
- Collaborated with cross-functional stakeholders to transform research insights into hypotheses, prioritization frameworks, and enterprise CX interventions.
- Leveraged Generative AI throughout the research lifecycle to accelerate affinity mapping, insight clustering, and synthesis while maintaining research rigor and human validation.

Client: Target | Enterprise Data Strategy & Internal Product Experience

- Conducting mixed-method research for enterprise data products serving multiple user groups including Data Analysts, Product Owners, and Leadership teams to understand current workflows and define future-state experiences.
- Partnering with cross-functional product teams to define personas, workflows, and strategic UX recommendations for enterprise-scale internal products.
- Contributing across UX strategy, interaction design, and service thinking to improve enterprise data experiences within a complex organizational ecosystem.

Client: Abu Dhabi Real Estate Centre (ADREC) | National Branding & Lead Generation Strategy

- Developed national branding and lead generation strategy for Abu Dhabi Real Estate Centre targeting global investors and ICPs through mixed-method research and strategic market analysis.
- Conducted AI-assisted global sentiment analysis, competitive benchmarking, and social listening to understand international perceptions of Abu Dhabi's real estate ecosystem.
- Designed ICP-based surveys and synthesized global research findings into a strategic value proposition framework that informed brand positioning and investment messaging.
- Partnered with multidisciplinary teams to translate market insights into strategic recommendations supporting long-term investor acquisition initiatives.

Business Development & AI Innovation Initiatives

- Partnered with multidisciplinary teams to translate market insights into strategic recommendations supporting long-term investor acquisition initiatives.
- Contributed to strategic business development initiatives for clients including RACV, Axis Bank, Bajaj Autos and other enterprise pursuits by leveraging Generative AI for rapid concept generation, opportunity exploration, and experience strategy.
- Applied Generative AI to accelerate research synthesis, competitive benchmarking, workshop preparation, and strategic storytelling, reducing turnaround time for client proposals.
- Explored Agentic AI use cases and autonomous workflow concepts to identify opportunities for AI-driven customer experience transformation across enterprise ecosystems.
- Templated Workshop framework and facilitated stakeholders workshop for product strategy, prioritization, and design direction

UX RESEARCHER at ZEE Entertainment Enterprise Ltd.

June 2023 – December 2024

- Collaborated with the product team to define user needs and pain points, developing 5 user personas and journey maps for various user scenarios.
- Led exploratory mixed-method research for the ZEE5 referral program, leveraging AI-assisted research synthesis, behavioral analytics, and secondary research to redesign the referral experience, increasing the referral funnel from 1.6K to 60K on Mixpanel.
- Democratized research across product teams by creating a centralized Confluence knowledge repository, reusable research report templates
- Synthesized workshop outcomes into opportunity maps and prioritized product initiatives, helping product teams translate customer insights into actionable roadmap recommendations.
- Conducted competitive intelligence and strategic benchmarking of global OTT, B2B aggregators, and syndication platforms to identify growth opportunities and inform product strategy.
- Identified friction points across the first-time user registration journey through usability testing, behavioral analysis, and customer journey evaluation, contributing to a 33% increase in user registrations.
- Conducted usability testing, rapid research sprints, behavioral analysis and accessibility study to improve product experience

UX DESIGNER at Cohesity

September 2022 – March 2023

- Collaborated with the product team to define user needs and pain points, developing 5 user personas and journey maps for various user scenarios.
- Partnered with product managers, engineers, and stakeholders to uncover user needs through interviews, contextual inquiry, and workflow analysis, developing 5 research-backed personas and end-to-end journey maps for enterprise user scenarios.
- Designed onboarding workflows and proof-of-concept experiences to improve cross-product interoperability, enabling seamless source registration and endpoint configuration across the platform.
- Conducted usability testing and synthesized user feedback into actionable design recommendations, contributing to a 38% improvement in usability scores and informing product roadmap decisions.
- Contributed to the design of scalable SaaS experiences by evaluating information architecture, interaction patterns, and reusable design approaches for enterprise workflows.

UX RESEARCHER & DESIGNER at Illuminz Global

August 2019 – September 2020

- Ensured that the vision of the organization is reflected through the processes (user flows, empathy mapping, information architecture, wireframing, UX writing & user testing)
- Managing correspondence between the design teams and clients
- Conducted UX audit of apps and websites, and Tested product usability
- Assisted the director in collaborating and work in a cross-functional team to craft excellence in around 12 digital products like Ethnico, Fingertips, Kaspr, Miranda logistics etc

MULTIMEDIA DESIGNER at Informatica

August 2018 – August 2019

- Designed product documentation, onboarding guides, and visual communication assets for Informatica's enterprise data management products, including Enterprise Data Catalog and Axon.

- Created infographics and user education materials that improved product understanding and contributed to a 56% reduction in customer support issues, as reported by the CX team.

GRAPHIC DESIGN INTERN at TechMahindra

May 2017 – August 2017

- Fostered a high rate of returning clients by revamping the landing pages to optimise customer service
- Utilized my skills and knowledge of hand and power tools to design and build brochures, infographics and blog images for the website and LMS

SKILLS

Research, Insights & analytics

- Mixed-Methods Research (Qualitative & Quantitative)
- User Interviews & Contextual Inquiry
- Usability Testing
- Concept Testing
- Research Repository
- Research Operations
- Surveys
- Diary Studies
- Behavioral Research
- Research Synthesis
- Heuristic & Accessibility Evaluation
- Behavioral Analytics
- Mixpanel
- Data Visualization
- Data-Driven Decision Making
- Social Listening

AI & Emerging Technologies

- AI-Assisted Research
- LLM-Assisted Insight Synthesis
- Generative AI for Research & Design
- AI-Powered Ideation & Prototyping
- AI-Driven Competitive Intelligence
- Human-Centered AI Design
- AI Product Evaluation
- Agentic AI Strategy & Solutioning
- Rapid AI Experimentation

Strategy, Leadership & Collaboration

- Service Design
- Experience Strategy
- Customer Journey Mapping
- Service Blueprinting
- Customer Segmentation & Persona Development
- Opportunity Mapping
- Design Strategy
- Systems Thinking
- Product Discovery
- Workshop Facilitation
- Co-creation Workshops
- Design Sprints
- Cross-functional Collaboration
- Stakeholder Management

EDUCATION

Strategic Design Management (M.Des) • National Institute of Design

2020 - 2023

Graphic Design (B.Des) • Lovely Professional University

2015 - 2019

RECOGNITION

Finalist | Toyota Logistics Design Competition • April 2026 (Milan Design Week)

Finalist | Valuelabs Designathon (Design Inspire) • November 2023

Runners up | Designify by Bajaj Finserv • March 2021

Runners up | Cart Design Competition by NID • January 2021