



Sanjana Sridhar

Associate UX Researcher, Boston Consulting Group

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With a background in philosophy and history, I analyse patterns in human preferences, behaviour and mental models. Currently in the Boston Consulting Group, I've worked with several flagship clients, including YouTube, Google Translate, WhatsApp, Prada, Facebook, and Instagram.

• Work

- **Boston Consulting Group**, Associate UX Researcher
2022-Present (1 year 7 months)
- **PeepalDesign**, UX Research Associate
2022 (5 months)
- **Ministry of External Affairs**, Research Intern
2019 (2 months)
- **Centre for Equity Studies**, Research Intern
2016 (2 months)

• Education

- M.A. History, St Stephen's College, Delhi University
- B.A. (Hons), Philosophy, St Stephen's College, Delhi University

• Skills

- **Generative research**
1:1 interviews, usability testing, diary studies
- **Evaluative research**
Heuristic evaluation, competitive analysis
- **Data analysis**
Affinity mapping, impact-feasibility graphs
- **Research deliverables**
Personas, customer journey maps, actionable recommendations
- **Ways of working**
Communication, cross-geo and cross-functional collaboration

🔧 TOOLS

Indeemo, Miro, Camtasia, Figma, Adobe XD, Betafi

💬 LANGUAGES

English, Hindi, Tamil

★ INTERESTS

Tibetan Buddhism, Egyptology, Jane Austen, travel, and what Erik Satie called 'furniture music'. But sleep is always the right answer!

• Certifications

- User Research: Methods and Best Practices (IDF)
- Data-Driven Design: Quantitative Research for UX (IDF)
- Design Thinking and Human-Centred Design (BCG)
- Enterprise Design Thinking - Practitioner (IBM)
- UX Strategy Fundamentals (Udemy)