



# Sanjana Sridhar

Associate UX Researcher, Boston Consulting Group

🌐 sanjanasridhar.com  
✉ sanjana.sridhar@gmail.com  
☎ +91 94451 84040

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 (3 years 5 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)