



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

Indemo, 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)