

# Bala Ganesh

UX Researcher

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## About me

I am a UX Researcher with over 5 years of experience in the field, conducting and collaborating on mixed-methods research projects. My background in Psychology has provided me with expertise in both qualitative and quantitative data collection and analysis. As a researcher, my focus is on driving, moderating, analysing, synthesising, and delivering detailed reports. My passion lies in understanding people's genuine needs and behaviours to improve the products and systems they rely on in their everyday lives.

## Education

2021-2023

Master of Arts in Psychology

Indira Gandhi National Open University

2012-2014

Master of Business Administration

Janson School Of Business, Coimbatore

## Tools

- Dovetail
- UserTesting.com
- Amplitude
- Figma

## Skills

- User interview
- Foundational research
- Workshop planning
- Usability testing
- Concept testing
- Survey Research

## Experience

**Giant Eagle**

July 2021 - Present

UX Researcher

> Synthesised research findings into a simple and actionable research report for the Food Ordering app (GetGo), which led to a 20% increase in returning customer.

> Conducted generative, formative, and evaluative research which resulted in actionable insights.

> Identified research gaps, synthesised research, and developed research plan to investigate user behaviour.

> Collaborated closely with designers, product managers, and engineers to identify and prioritize opportunities where research can help improve a product decision or customer experience.

**Shaw Academy**

May 2020 - June 2021

UX Designer

> Translating quantitative and qualitative behavioural data and competitive analysis into design solutions

> Collaborated across various teams to produce designs to help improve design systems, visual designs, and help ideate new concepts with interaction designers

**Pickcel**

UX Designer

DEC 2017 - APR 2020

> Leading the products User experience and improved the design culture in the organisation.