

# Santhosh G

---

[isanthoshgandhi@gmail.com](mailto:isanthoshgandhi@gmail.com) | +91-866-735-7815 | Portfolio: [www.santhoshgandhi.com](http://www.santhoshgandhi.com)

## EDUCATION

**ANNA UNIVERSITY, T.R.P ENGINEERING COLLEGE**  
B.E, Civil Engineering. 7.32 CGPA

Trichy, India  
2013-2017

- Conducted primary research study on diverse student profiles, assessing their interests, challenges, accomplishments, and career choices for my college magazine.
- Served as Vice President for the Civil Engineering Department, managing activities and student relations.

## PROFESSIONAL EXPERIENCE

**TNQ TECHNOLOGIES**  
**UX Researcher**

Remote  
April 2023-Present

- Conducted generative UX research for designing AI (LLM) technology for organization.
- Undertook prompt engineering for various tasks associated with AI, demonstrating problem-solving skills and swift adaptability.

**AUTHORCAFE**  
**UX Researcher**

Remote  
Jan 2022-Mar 2023 (1 year 3 months)

- Enhanced product value through actionable insights derived from extensive user experience research..
- Conducted secondary research, primary research, and heuristic evaluations on products including Word Processor for Researchers, PhD Manager, and Pre-Award Manager.

**FREELANCER**  
**UX Researcher**

Remote  
Aug 2020-Oct 2022 (1 Year 5 months)

- Conducted generative and evaluative research for diverse platforms, demonstrating versatility and a deep understanding of user experience
- Collaborated with researchers across India, highlighting teamwork and cross-cultural communication skills.
- Projects: AuthorCafe (Research Writing Platform), AJIO via Hureo UX Research Company (Retailing Platform), Codepannu (Computer programming learning platform for Kids), GLANCE via Hureo UX Research Company (Personalised Lockscreen Content), TNQ Technologies (Copy Editors)

**BYJUS**  
**UX Research Intern**

Remote  
May 2021 (1 week)

- Gained insight into UX Research industry practices and standard.

**QUILLHASH**  
**Product Management Intern**

Remote  
May 2020 – July 2020 (3 months)

- Conducted extensive secondary research and developed provisional personas, which guided the UX design strategy for a based supply chain management product & provided insights for enhancing website customer experience

**FREELANCER**  
**Social Media Strategist**

Chennai  
Sep 2018 – Jul 2019

- Provided consultation on social media set up, content creation, management, and marketing.
- Conducted secondary research to gain insights into the interests of my clients' customers.

**PUBLICATIONS**

- **"Notes of Unconventional UX Researcher"**, ISBN: 9798887832814, Authored and Published Book.

**SKILLS**

- **UX Research Techniques:** Conversational Interview, Survey, Remote Research, Diary Studies, Focus Group, Card Sorting, Usability Testing, Concept Testing, Heuristics Evaluation.
- **Data Processing and Interpretation:** Affinity Mapping, Systems Mapping, Theory Building, Concept Operationalization, Empathy Mapping, Customer Journey Mapping.
- Proficient in Data Analysis & Visualization using Google Colab.
- **Languages:** English (Full Professional Proficiency), Tamil (Native)

**STRENGTHS**

- Proficient and speedy secondary research (Literature Review).
- Openness to diverse interpretations.
- Effective presentation of affinity mapping in video format.

**AREA OF INTERESTS**

- UX Research for Large Language Models.(LLMs) Technology.
- Ed-Tech.
- Social Media.
- Entertainment.

**HOBBIES**

- Monitoring Tamilnadu's pop culture
- Writing blogs on personal views, Inference, and learnings.

**COURSES & CERTIFICATIONS**

- Prompt Engineering Apr 2023
- Futures Thinking Specialization, Institute for the Future Sep 2021
- Advance Your Skills as a User Experience Researcher, LinkedIn Sep 2020
- Business Lessons Course, Harvard Business School Online Jun 2020
- Learning Design Research, LinkedIn. Mar 2020
- Design Thinking Primer, NPTEL. Oct 2019
- Modern World and Indian History Course, SIA Dec 2017