

Santhosh G

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EDUCATION

ANNA UNIVERSITY, T.R.P ENGINEERING COLLEGE

B.E, Civil Engineering. 7.32 CGPA

Trichy, India
2013-2017

- I conducted my first primary research study on understanding different types of students in the classroom their personal interests, frustrations, achievements, and career choice for my college magazine.
- Held as Student's Vice President for the Civil Engineering Department for one year.

PROFESSIONAL EXPERIENCE

AUTHORCAFE (TNQ TECHNOLOGIES)

UX Researcher

Chennai
Jan 2022-Present (1 year)

- Improved the value proposition of the product by delivering actionable UX insights.
- Conducted secondary research, primary research, and heuristics evaluations

FREELANCER

UX Researcher

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

- Conducted Generative Research, Evaluative Research for different kinds of platforms.
- Collaborated with researchers from different geographies in India.
- Clients: 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)

- Just one week of Internship. In that, I identified how UX Research is executed in big organizations.

QUILLHASH

Product Management Intern

Remote
May 2020 – July 2020 (3 months)

- Done UX Research & Strategy in Building a Blockchain product for Supply Chain Management.
- Created strategy for better customer experience for a company website.

FREELANCER

Social Media Strategist

Chennai
Sep 2018 – Jul 2019

- Consulted many clients regarding setting up their social media, creating, managing, and marketing their content on social media. Improving their SEO for their business & professional development.
- I conducted secondary research to understand the interests of customers of my clients.

SKILLS

- **UX Research Methods:** Conversational Interview, Survey, Remote Research, Diary Studies, Focus Group, Card Sorting, Usability Testing, Concept Testing, Heuristics Evaluation.
- **Data Coding and Analyzing:** Affinity Mapping, Systems Mapping, Theory Construction, Operationalization of concepts, Empathy Map, Journey Map.
- **Languages:** English (Full Professional Proficiency), Tamil (Native)

STRENGTHS

- Strong & Fast Secondary Research (Litrature Review)
- Quality of Being open to more than one interpretation.
- Affinity Mapping in Video Format

AREA OF INTERESTS

- Responsible AI
- AI Explainability
- Generative Research

HOBBIES

- Observing Pop Culture of Tamilnadu.
- Blogging about my opinions, observations & aspirations.

COURSES & CERTIFICATIONS

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| ● 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 |