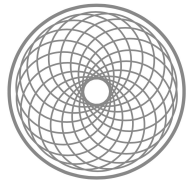


PRIYA KUMAR

Elmhurst, NY
m: 860.578.6122
priya.serena.kumar@gmail.com
[LinkedIn](#) | [Website](#)



PROFESSIONAL SUMMARY

Solutions-driven change agent with demonstrated record of UX research success

Growth-focused thought leader with 9 years of research expertise spanning data analysis, prototyping, wireframing, moderating, journey maps, personas, brand and advertising research, and UX research. Proven talent for creating user-focused solutions aligned with brand objectives to optimize user experience and achieve maximum operational impacts with minimum resource expenditures. Exceptionally dedicated professional with keen interpersonal, communication, organizational, and technical skills.

CORE COMPETENCIES

- Problem Solving
- Critical Thinking
- Project Management
- Relationship Building
- Adaptability
- Research & Documentation
- Leadership
- Collaboration
- UX Design

PROFESSIONAL EXPERIENCE

HERO COSMETICS (OWNED BY CHURCH & DWIGHT), SEPTEMBER 2022 TO PRESENT

USER EXPERIENCE RESEARCH MANAGER

- Founded the User Experience Research Department at Hero Cosmetics and Church & Dwight.
- Developed the process and procedures for proposing, executing, and presenting research studies while educating peers and leadership on the value of UX research.
- Independently lead research activities such as participant recruiting, user interviews, surveys, site-intercept surveys, usability testing, heat mapping, journey mapping, and concept evaluation.
- Created the research and design strategy roadmap for 2025 to prioritize research initiatives and ensure research outcomes are integrated into product development.
- Advocate research findings through written reports and presentations to cross-functional partners such as, DTC lead, marketing leadership, CRM, product designers, and developers.
- Champion short- and long-term studies that aim to drive loyalty and retention to the Hero Cosmetics site, where 8M+ consumers a year make key decisions about purchases and brand affinity.
- Conducted 1:1 remote interviews with our loyalty and subscription users to understand behaviors and motivations, research-based optimizations led to a 51% increase in Reactivated Subscriptions (P9M), and a 7% increase in Total Active Subscriptions (P9M).
- Spearheaded a multi-phase project aimed to improve site navigation, resulting in a 15% increase in user satisfaction score, and 10% increase in AOV compared to past year.

MOSAIC GLOBAL EXPERIENCES, UNCOVER RESEARCH, AND SIDEBAR, AUGUST 2021 TO SEPTEMBER 2022

CONTRACT UX RESEARCHER

- Direct diverse, in-depth research initiatives for Big Tech and startup clients in collaboration with multiple prominent UX research companies.
- Liaise with designers, stakeholders, and product managers to relay research findings and actionable insights; cultivate positive relationships that promote confidence and retention.
- Communicate proactively with leadership and cross-functional teams to relay impactful insights regarding user journey and inform short- and long-term product strategy.
- Balance multiple projects and priorities simultaneously while navigating fast-paced environments and meeting tight deadlines.
- Led a long-term study for a big tech client involving remote interviews, usability and prototype testing.
- Championed a study for Sidebar, a startup client that incorporated concept testing, competitive analysis, and remote one-on-one interviews.

IPSOS, JANUARY 2020 TO MAY 2021

ASSOCIATE UX RESEARCHER

- Spearheaded a wide range of research studies to uncover user needs and pain points for Fortune 100, Big Tech, and major credit card clients; analyzed study results to understand user mindset.
- Specialized in conducting remote and in-person one-on-one interviews, diary studies, online surveys, foundational research, iterative prototype testing, concept testing, usability testing, and A/B testing.
- Coordinated production of deliverables including qualitative reports, user flows, journey mapping, empathy mapping, and personas.

IPSOS, JULY 2016 TO DECEMBER 2019

ACCOUNT MANAGER/SENIOR RESEARCH ANALYST/RESEARCH ANALYST

- Improved Fortune 500 clients' branding and advertising endeavors via detailed quantitative research; partnered with clients to boost brand equity, brand recall, and purchase intent.
- Created all research materials, briefs, questionnaires, and screeners; offered strategic insights on customer brand perception to aid clients in retargeting advertising campaigns.
- Coached and counseled junior researchers in processes, techniques, and best practices to foster professional development and continual improvement.

PHOTOS BY PRIYA, 2009 TO PRESENT

OWNER/CONTENT CREATOR

- Manage a professional photography business specializing in portrait and wedding photography; engage with clients to establish rapport, identify needs, and recommend appropriate packages and services.
- Optimize website design and user interface via card sorting and usability tests; analyze various metrics to boost engagement and improve user experience.
- Maintain awareness of technology trends and advancements; attend classes to master new techniques.

EDUCATION AND CREDENTIALS

MASTER OF SCIENCE (M.Sc.) IN INTERACTIVE MEDIA, MAY 2019

Quinnipiac University, Hamden, CT
Concentration in User Experience Design
GPA: 3.9

BACHELOR OF SCIENCE (B.Sc.) IN PSYCHOLOGY, MAY 2016

University of Connecticut, Storrs, CT
Minor in Neuroscience

AWARDS AND HONORS

- Applause Award for Showing Collaboration and Client-First Performance, Ipsos, March 2021, June 2017, & May 2017
- Leadership Scholarship, University of Connecticut, September 2010
- Lions Club Scholarship, University of Connecticut, January 2010

ADDITIONAL INFORMATION

Languages: English, Hindi

Technical Proficiencies: Microsoft Office Suite, Adobe Creative Suite, Google Suite, Figma, Respondent, Dscout, Shopify, User Interviews, Dovetail