

Rishaan L

User Experience Researcher & Strategist

Seasoned UX Researcher with 11+ years of experience. Skilled in conducting user research, employing mixed-methods to optimize overall user experience and usability. Proven ability to collaborate effectively with cross-functional teams and drive data-driven design decisions.



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WORK EXPERIENCE

UX Human Behaviour Researcher Jaguar Land Rover

11/2022 - 02/2024

Gaydon/United Kingdom

Role & Responsibilities

- **Led UX Research Projects:** Conducted in-depth research to validate iterative UI design proposals for JLR's future Infotainment Systems. Employed a range of mixed-methods approaches, including qualitative and quantitative to measure user experience and usability efficiency in actual driving scenario.
- **Collaborated Cross-Functionally:** Actively collaborated with cross-functional teams to conduct expert reviews, cognitive walkthrough sessions throughout the product development lifecycle. Developed a robust competitor analysis strategy to set benchmarks and gain valuable insights.

Lead UX Researcher Maruti Suzuki India Limited

03/2019 - 10/2022

Gurugram/India

Role and Responsibilities

- **Enhanced Digital User Experience:** Strategized Visual and Voice User Interfaces for Suzuki's Digital Systems by leveraging Information Architecture, Wireframing, UI Design Principles, and UX Research methodologies. Specialized in studying Driver Distraction using Eye Tracking (Tobii Glasses).
- **Led UX Team & Fostered Collaboration:** Led a UX team and collaborated with academia (HMI Interface Development Teams, Human Factors & Visual Science Specialists) to enhance UX Research and design processes.

Senior HMI & Human Factors Engineer Renault Nissan Mitsubishi Alliance (RNTBCI)

08/2013 - 02/2019

Chennai/India

Role and Responsibilities

- **Enhanced in-car user experience:** Conducted ergonomic analysis on in-car controls to enhance user experience. Defined market specific requirements by studying users needs at all the stages of user journey through field visits, user interviews, Surveys and by conducting usability clinics.

ACHIEVEMENTS

Maruti Suzuki - Formed & led a new team to look after UX validations for Suzuki Infotainment Systems (A very first in-house team for Suzuki globally) (05/2020 - 10/2022)

Maruti Suzuki - Awarded performer of the month for conducting research on Driver Distraction & Behaviour while performing tasks using Eye Tracking (08/2020 - 02/2022)

JLR - Developed a strategy to perform benchmarking to assess UX & Usability performance of Competitors (01/2023 - 10/2023)

SKILLS & VALUES

Mixed Methods UX Research

Survey Design

Usability Heuristics Evaluation

Eye Tracking

Competitive Review & Research

Card Sorting

User Interview

Task Analysis

A/B testing

Statistical Analysis

R Programming Language

Contextual Inquiry

Cognitive Walk-through

Thematic Analysis

Remote Usability Testing

User Persona Creation

User Journey Mapping

Field Studies

Figma

SUS

Team player

Continuous Learning

Conflict Management

EDUCATION

Bachelor of Engineering in Automotive Engineering

PSG College of Technology/Coimbatore

06/2009 - 05/2013

Special Focus

- Specialized in Usability & Human Factors

AI FOR UX

Novitech R&D private limited/Coimbatore
(07/2024 - 10/2024)

An Internship to study and develop Artificial Intelligence Algorithms in the field of Computer Vision to leverage AI for better UX Research

LANGUAGES

English

Full Professional Proficiency

Tamil

Native or Bilingual Proficiency