

# Anushi Mandelecha

UX Researcher | [Portfolio](#) | [LinkedIn](#) | Seattle

## CONTACT ME

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## RESEARCH EXPERIENCE

### UX Research Associate (Contract) | Google, Technology

July 2022 - Present, Seattle

- Foundational research to learn how to best support governments as they develop response plans and new interventions to tackle extreme heat
- Synthesized findings to create a detailed report linking to ~150 sources

### UX Researcher | Grouple, Technology

November 2021 - June 2022, Remote

- Generative testing for this startup automating group bookings
- Conducting in depth interviews to empathize with users and build personas, journey map and provide product & design recommendations

### UX Researcher (Pro bono) | Jake Prendez, Art

September 2021 - March 2022, Seattle

- Led user research for Jake Prendez, a Seattle-based artist with the purpose of boosting online sales and giving the website more credibility
- Conducted heuristic evaluation to fix 29 UX/ UI deviations and seven evaluative research sessions to improve overall usability

### Research Insights Lead | Restart Partners, Public Health

April 2021 - August 2021, Seattle

- A Meta-funded campaign that used social media to promote covid-safe behaviors in India, influencing 1.19 Million Indians to mask up
- Conducted extensive literature review and in-depth interviews to understand the landscape and public sentiment toward masking

## MARKETING & SALES EXPERIENCE

### Marketing, Digital Growth | PM to AM, Clothing

October 2019 - October 2021, Mumbai/ Remote

- Led Social Media Marketing with a focus on community engagement
- Used UX principles to create a website supported by Shopify

### Communications Manager | IIFLW, Wealth Management

April 2018 - August 2019, Mumbai

- Conducted in-depth interviews with stakeholders from senior & executive leadership to develop pitch decks & thought leadership articles
- Created content for 60 events hosting High-Net-Worth clients

### Media Seller | Videocon d2h, Entertainment

May 2016 - March 2018, Mumbai

- Generated ad revenue of INR 20 Mn over 22 months
- Built strong relationships with my client POCs at Sony, Star, Mahindra

## SKILLS

### Research:

In-depth Interviews  
Usability Study  
Heuristic Evaluation  
Comparative Analysis  
Literature Review  
Personas  
Journey Maps  
Empathy Maps  
Participant Recruiting

### Design:

Wireframing  
Flow Diagramming  
Storyboarding  
Collaborative Ideation

### Toolkit:

Figma  
Qualtrics  
Sketch  
Recall  
Miro

### Soft Skills:

Stakeholder Management  
Product Thinking  
Bias To Action

## EDUCATION

### University of Washington

Master of Communication-  
Digital Media, User Experience  
(Graduated in June 2022)

### K. J. Somaiya Institute

Post Graduate Diploma in  
Management- Marketing

### University of Mumbai

Bachelor of Management  
Studies- Marketing