

DHRUVA SHARMA

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UX RESEARCHER | SYSTEMS AND WORKFLOW ANALYST

SUMMARY

UX Researcher with **four years of experience** utilizing mixed methods, product analytics, and workflow analysis across financial services, edtech, healthcare, and AI products. I map end-to-end journeys, validate complex datasets, and turn insights into measurable product, CRM, and operational recommendations. Drawing on my background as a Product Manager and Relationship Manager, I excel at workflow optimization, usability research, data analysis, C-suite communication, and stakeholder alignment for high-stakes projects in regulated industries.

EXPERIENCE

TAMARIND LEARNING | Seattle, WA

Website UX QA and Usability Tester Contract | Sep 2026 - Present

- Interviewed sales and customer success users, traced website to lead to customer journey across nine connected systems, and audited 351 leads, 8,446 contacts, 3,320 accounts, 241 opportunities, and 56 customers; quantified 82% missing Lead Type and 98% overdue open tasks, creating field-ownership, cleanup, and beta-test requirements.
- Analyzed 69,000 records and independently validated AI-assisted results in R and MATLAB; measured an 84% login to homework drop-off, identified 47 users for re-engagement, and traced a \$1,894 subscription revenue misstatement to metric logic, giving leadership specific retention and reporting fixes.

IIFL HOME LOANS | Gurugram, India

Product Manager | Mar 2023 - Jul 2024

- Led recurring mixed-methods field research across nine hubs in six states and five internal functions; identified three onboarding bottlenecks and translated findings into a unified SOP, data-validation checks, and an escalation path.
- Partnered with Operations, Legal, Valuation, Regulatory, Sales, and external stakeholders while onboarding six real estate developers and 27 projects across three jurisdictions; supported a \$268M government-enterprise MoU.

ICICI BANK | Gurugram, India

Deputy Manager II | Oct 2020 - Jan 2023

- Conducted usability testing of a beta mobile loan-processing app across 30+ live workflows; mapped journeys, diagnosed six operator-level data-entry errors, and traced credit rejections to missing documentation.
- Presented findings to regional sales leadership and coordinated prioritized fixes; reduced mortgage-approval turnaround by one day, a 12% improvement, while supporting 40+ wealth clients and \$2.5M in funded loans.

SELECTED RESEARCH

AI Finance App | 2026 Planned 12 contextual interviews, a co-design workshop, nine follow-ups, and an eight-dimension heuristic evaluation of six banking apps; shipped a React and TypeScript prototype for U.S. students.

AI Assistive Audio Interface | 2026 Live-demoed a Meta Gen 1 voice prototype refined through journey mapping with three participants and Wizard-of-Oz testing; evaluated a consent parser on 81 synthetic scenarios with 365 passing tests. Currently performing exploratory research on users to gather usability data and frictions during conversations.

Medication Information Rapid Review | 2025 Screened and synthesized 12 social-listening studies across a 137M post dataset on social media sites using a rigorous PRISMA workflow, cross-referencing findings with 500+ PubMed records to author a forthcoming public-consumption document for healthcare decision-making and policy advocates.

U.S. Air Force Mission Data Identity Layer | 2025 Audited legacy DoD infrastructure through 60+ stakeholder interviews to isolate a data-reconciliation bottleneck caused by isolated data silos, architecting and presenting a \$20M human-centered identity-layer framework to the Air Force CTO to eliminate data fragmentation.

EDUCATION

Indiana University Bloomington | MS Human Computer Interaction and Design | May 2026

Welingkar Institute of Management | PGDM Health Management | May 2020

Amity University | BS Forensic Science Honours | May 2018

SKILLS

Research: Usability testing, stakeholder interviews, contextual inquiry, heuristic evaluation, cognitive walkthroughs, journey mapping, mixed-methods study design

Analysis: Qualitative and quantitative synthesis, customer data quality, workflow analysis, root-cause analysis, hypothesis testing, regression, ANOVA and MANOVA, A/B Testing.

Tools: Zoho CRM, Advanced Excel, Qualtrics, Dovetail, Python, R, SQL, MATLAB, Tableau, Zotero, LabVIEW+.

Delivery: Stakeholder-ready reports, presentations, process maps, usability findings, product recommendations, and cross-functional collaboration