

SHREYA MAHESH

Researcher | Service Designer

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[LinkedIn Profile](#)

[Portfolio Link](#)

UX Researcher with experience designing and executing qualitative and quantitative studies to inform product decisions. Strong in interviews, usability testing, and insight synthesis across real estate and education and social impact sectors.

ACADEMICS

Bachelor's: Srishti Manipal Institute of Art, Design and Technology

Major: Business Services and Systems Design (2020 - 2024)

CGPA: 8.5

- Business Design Lab Member - A Faculty-student Initiative
- Co-developed a CRM strategy and email drip flow for EarthBaby's international expansion, integrating market research with landing page and visual content.
- Co-designed and prototyped a life-size bamboo installation for an institutional exhibition, combining sustainable material research and spatial design; the final piece was gifted to the CEO of Kirloskar.

WORK EXP

Full time - PropVR - Squareyards

July (2024) - May (2025)

- Led end-to-end UX research to optimize property discovery and evaluation journeys, conducting qualitative interviews and flow analysis to identify friction points across key user stages.
- Synthesized findings into personas, journey maps, and service blueprints, influencing new feature development and experience improvements.
- Built and refined website information architecture, improving content discoverability and navigation clarity.
- Conducted secondary market and competitor research to align product positioning with evolving PropTech trends.
- Developed structured product documentation and delivery workflows to streamline cross-functional coordination.
- Contributed UX copy and digital communication strategy, supporting consistent messaging across product and LinkedIn channels.

Research Consultant - DreamBridge

April - June (2024)

- Contributed to a two-month secondary research project on market sizing, competitive benchmarking, and user behavior analysis to inform product positioning.
- Conducted state-wise quantitative analysis and developed TAM, SAM, and SOM models to define market opportunities.
- Performed competitive benchmarking and SWOT analysis to identify ecosystem gaps, risks, and growth opportunities.
- Synthesized findings into a strategic insight report guiding program and product development decisions.

Intern - Udhyam Learning Foundation

June - Nov (2023)

- Led large-scale qualitative analysis of 1,500+ survey responses collected across states to understand learner needs and ecosystem gaps.
- Applied thematic coding and pattern mapping to derive core behavioral categories and recurring systemic challenges.
- Developed insight frameworks and visual synthesis models to communicate findings to program leadership.
- Research outcomes guided curriculum restructuring, program development decisions, and strategic planning.

Intern - The Build Inc

March - May (2023)

- Conducted audience and competitor research to inform brand and content strategy decisions.
- Translated blog content into insight-driven visual assets based on engagement and platform behavior analysis.
- Researched and shortlisted digital collaborators using audience-fit and positioning criteria.
- Developed a structured visual reference system to guide ongoing content strategy.

SKILLS

Research Methods

In-depth Interviews | Contextual Inquiry | Usability Testing | Survey Design | Mixed-Methods Research | Heuristic Evaluation

Research Synthesis

Affinity Mapping | Thematic Analysis | Journey Mapping | Mental Model Mapping | Persona Development | Service Blueprinting

Service & Systems Design

Ecosystem Mapping | Business Model Design | Impact Assessment

Research Strategy And Analysis

Research Planning & Scoping | Hypothesis Framing | Insight Communication | SWOT | PESTLE | Competitor Benchmarking | Behavioral Insights | Market Trend Analysis.

Tools & Platforms

Figma, Adobe XD, Miro
Google Workspace, Microsoft 365

Complementary Skills

UX Writing, Research Report Writing, Workshop Facilitation, Visual Communication.