SATYA
SRIVASTAVA

UX RESEARCHER 2

MICROSOFT 365 APPS

UX Researcher with 5+ years of experience leading mixed-methods research across global productivity apps. Skilled at translating insights into product strategy, driving measurable engagement, and aligning cross-functional teams toward user-centered innovation.

EDUCATION

MIT Institute of Design, Pune — 2014 - 20

Majored in Industrial design

CONTACT

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Delhi NCR

EXPERIENCE

Microsoft

UX RESEARCHER — Jul 2021 - Present

- Spearheaded multi-modal research across flagship productivity apps (Word, Excel, PowerPoint, Stream, Clipchamp), uncovering user insights that shaped product strategy and improved engagement metrics across 200M+ users.
- Partnered with and influenced Director-level/executive stakeholders to align research findings with strategic product decisions.
- Research contributions supported over 15% increase in NPS on Web Apps.
- Embedded research-driven thinking into cross-functional product teams, enhancing design, product, and engineering alignment.

SKILLS AND INTERESTS

- **Research Methods:** Usability Studies, Contextual Inquiry, Surveys, Mixed-Methods Research
- **Product Research Focus:** Discovery Research, Generative Research, Evaluative Research
- **Communication:** Research Storytelling, Executive Presentations, Stakeholder Workshops
- **Project Management:** Agile UX Research, Managing Multi-Track Projects
- **Content Creation:** Creator of UXRLife (YouTube) — simplifying UX research methods and career insights

TURIAN LABS

SENIOR UXR Oct 2019 - Jul 2021

- Led end-to-end usability and strategic research initiatives for consumer-facing Android apps and e-learning products.
- Collaborated closely with design, product, and engineering partners to embed user insights into iterative development cycles.
- Contributed to foresight innovation by translating emerging user behaviors into new product opportunity areas, informing 2 future product directions.

KEY ACHIVEMENTS

- Research contributions supported over 15% increase in NPS on Web Apps.
- Delivered findings that were presented at E+D India Leadership Summit, influencing FY24 planning and resource allocation for the triad.
- Helped the team discover PMF for a consumer focused Clipchamp app on mobile - Built from scratch out of the IDC team
- Received the E+D India FY24 Leadership Award for Customer Obsession — Microsoft