

KANIKA MEHTA

+65-82606317

mkanika177@gmail.com

[linkedin.com/in/mehtakanika](https://www.linkedin.com/in/mehtakanika)

Singapore (EP Holder)

EDUCATION

M.S. in Human Computer Interaction

University of Maryland, College Park

2016-2018, United States

Bachelor of Information and

Communication Technology (ICT)

Dhirubhai Institute of ICT

2011 - 2015, India

SKILLS

Research Methods

Qualitative: Semi-structured

interviews, concept & usability testing,

diary studies, focus groups,

participatory research

Quantitative: Large-scale surveys, A/B

testing, statistical analysis, quantitative

usability studies, information

architecture research, customer

segmentation

Secondary Research: Competitor

analysis & benchmarking, market

research

Tools

Qualtrics, Advanced Excel, SPSS,

Figma, Maze, Salesforce Sales and

Marketing Cloud

Additional Skills

Workshop/ Sprint Facilitation

Data visualization

PUBLICATION

Accessibility came by Accident at

Conference of Human Factors in

Computing Systems

(CHI'2018, Montreal)

EXPERIENCE

IG Group | Lead User Experience Researcher

SINGAPORE | NOV 2024 - PRESENT

- Founding UX Researcher, APAC & Middle East — Built the research function from the ground up and established qualitative and quantitative capabilities in collaboration with product, design, & marketing across local and global teams.
- Leading foundational research for 0→1 product launches across crypto, share dealing, and simplified leverage products, defining target markets, value propositions, and MVP features across Australia, Singapore, UAE, and Japan.
- Designing and executing multi-phase mixed-methods research programmes, including longitudinal diary studies, customer interviews, & quantitative surveys, sequencing methods to build from discovery to validation.
- Driving research on existing leverage products, translating findings into redesign decisions, feature prioritisation, and roadmap direction.

EMPATHY RESEARCH | UX Research Consultant

SINGAPORE | OCT 2023 - OCT 2024

- Created a consulting practice serving a wide range of clients, uncovering insights that shaped growth strategies for startups, banking, and sustainability organizations across the US and APAC.

GRAB | Senior User Experience Researcher

SINGAPORE | AUG 2022 - SEPT 2023

- Led mixed-methods research across Southeast Asia for strategic business initiatives including launching a subscription program, user-generated content strategy, homepage optimization & new user acquisition.
- Influenced product strategy, roadmap and designs for multiple business verticals including GrabFood, GrabFinance, and GrabUnlimited.
- **Delivered measurable business impact:** 13% increase in user acquisition, 5% increase in subscription retention, and 4% increase in reviews engagement through data-driven insights.
- Enhanced team's toolkit by introducing an unmoderated research program for rapid design testing & introducing an impact tracking framework.

GOOGLE | User Experience Researcher

MOUNTAIN VIEW, CALIFORNIA | AUG 2018 - JULY 2022

Google Workspace Security and Compliance (Feb 2020 - July 2022)

- Led comprehensive mixed-methods research programs across North America and EMEA, combining qualitative insights with quantitative validation through surveys and usability metrics.
- Drove strategic research projects for regulatory compliance & homepage redesign increasing CSAT by 5% & homepage engagement by 35%.
- Established information architecture research program using card sorting, tree testing, and quantitative validation, resulting in 20% average improvement in usability metrics for core user journeys.

Google Hardware (Aug 2018 - Jan 2020)

- Drove user research & insights for PixelBook, Pixel Slate line of products.
- Shaped end-to-end consumer experience—from target persona definition to digital positioning and feature prioritization.