

RUTUJA KANK

UX RESEARCHER | DESIGN RESEARCHER



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EDUCATION

MASTERS IN DESIGN MANAGEMENT

Savannah College of Art and Design (SCAD) 2023
Savannah, USA

BACHELOR OF DESIGN

Unitedworld Institute of Design (UID) 2022
Ahmedabad, India

CERTIFICATIONS

- Design Research & Insight Translation – Lextant

LinkedIn Certifications

- Corporate Financial Statement Analysis
- Data Visualization Tips and Tricks
- UX Research: Journey Mapping
- UX Foundations: Research

SKILLS

Proficient in user interviews, discussion guide creation, insight synthesis, ideation, and application of research frameworks, maps, and models to inform product and business decisions.

WORK EXPERIENCE



ELEPHANT DESIGN STUDIOS

Associate Researcher

1 year 2 months | Mar 2024-Jun 2025

- Domains: **Appliances, Confectionery, Education, Finance, F&B, FMCG, Healthcare, Sports**
- Engaged in client kickoff calls to capture business needs and define research scope in collaboration with cross-functional teams.
- Designed and executed user interviews across varied products and services, including preparing discussion guides, crafting trigger sets, and managing end-to-end interview operations.
- Analysed qualitative and quantitative data, applying frameworks such as psychographic segmentation, competitive analysis, 2x2 matrices, product spectrum mapping, ERAF mapping, and social listening to derive actionable insights.
- Delivered research insights to support branding, packaging, UI/UX, environment design, product design, and brand positioning initiatives.
- Utilised AI platforms (e.g., Perplexity, Google LLM) for secondary research, data synthesis, and emerging trend identification.
- Developed impactful presentations and reports to facilitate stakeholder decision-making and project alignment.



SCADPRO- STRIDE Stride (E-Learning Providers in Herndon, Virginia)

Design Researcher

3 Months | Jun 2023 - Aug 2023

- Facilitated primary and secondary research in the field of K12 student learning.
- Collaborated cross-functionally with design and narrative teams to build research-based solutions.
- Managed client communication alongside research responsibilities.



ONE ZERO EIGHT STUDIO (Design studio in Pune, India)

Designer

2 Months | Jun-July 2021

- Designed children's comics and contributed to research for delivering better content across their magazines.
- Conducted market research for branding projects.
- Collaborated with UI/UX and branding teams on design projects.