

Shikha Thakur

UX Researcher & Designer

Over 5+ years of experience conducting UX research and designing intuitive end-to-end user journeys for products. I lead with curiosity, run qualitative studies, connect user behaviour to product strategy, and turn user insight into design direction. I work best in teams that move fast and trust the research.

Contact

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ResearchGate

<https://www.researchgate.net/profile/Shikha-Thakur-7>

Portfolio

<https://www.shikhathakur.com/>

LinkedIn

[linkedin.com/in/shikha-t-b722201a](https://www.linkedin.com/in/shikha-t-b722201a)

Skills

UX Research

Empirical research
Semi-structured interviews
Usability testing
Guerrilla testing
Concept testing
Survey design
Thematic analysis
Customer journey mapping
AI-assisted research synthesis

UX/Product Design

Product discovery
UX strategy
User journeys & flows
Wireframing & prototyping
Design systems
Information architecture

Collaboration

Cross-functional collaboration
Stakeholder communication
Agile / SCRUM workflows

Tools

Figma, Sketch, Balsamiq, Proto.io, Miro, Notion, Jira, MAXQDA, UserTesting, Hubble, Maze, UserQ

Key Achievements

User Engagement Improvement

Increased user engagement by 30% on a B2B logistics platform through iterative research and redesigned decision workflows.

Task Efficiency Enhancement

Improved task efficiency by 25% in 6 months through clearer workflows and role-based decision support.

Research-led Design Scalability

Contributed to design scalability through research informed standardised templates and specs, enabling 50% faster product deployment cycles.

User Performance Improvement

Reduced errors by 15% across sessions through an AI-powered feedback system, validated with real users over iterative prototype testing.

Work Experience

Product Designer | CX

e& UAE | Dubai, UAE

Jul 2025 – Present

- Conducting UX research and usability studies to uncover pain points across customer experience touchpoints, translating qualitative findings into actionable product improvements.
- Conducting user research, and guerrilla testing sessions to validate product features and design variations, directly informing product decisions and improving usability.
- Collaborating with product managers, engineers, and stakeholders to design scalable product solutions aligned with business goals,
- Monitoring UX metrics to evolve the design system and enhance CX.

Product Designer | Strategy

Saloodo! GmbH DPDHL Group | Köln, Germany

Jun 2023 – Feb 2024

- Conducted product feature discovery to define clear problem statements,
- Documented comprehensive product feature specifications, product scope and scenarios for development teams,
- Participated in SCRUM ceremonies and collaborated with developers and product managers to ensure design feasibility and alignment with overall product strategy and vision.
- Tracked UX metrics and behavioural data to identify friction points, evolve the design system, and enhance the customer experience across the B2B logistics platform.

UX Researcher

Planblue GmbH | Bremen, Germany

Oct 2021 – Oct 2022

- Conducted user research and utilised the double diamond design process to identify customer needs and translate them into actionable product enhancements,
- Co-facilitated user interviews and documented the qualitative insights to contribute to strategic decisions for product development,
- Presented the insights and research outputs to stakeholders to support future business decisions.

UAT Consultant

Etisalat UAE | Dubai, UAE

Jul 2018 – Nov 2019

- Conducted usability and task-based testing to evaluate product functionality and improve user interaction flows.
- Identified UX and usability issues and proposed improvements through iterative testing and user-centered design methods.
- Worked closely with engineers to refine interaction patterns and visual design components.

Business Analyst

Allianz Technology SE | Pune, India

May 2014 – Dec 2017

- Documented functional specifications and system requirements for enterprise applications.
- Developed user flow maps and process documentation for key system interactions.
- Collaborated with developers and project managers to ensure accurate implementation of user workflows and UX.

Education & Learning

M.Sc. Human-Computer Interaction

Universität Siegen, NRW, Germany

Oct 2020 – Feb 2024

Bachelor of Science

MS University, Vadodara, Gujarat, India

May 2002 – Jun 2005

AI Fluency: Framework & Foundations

[Anthropic Education](#), March 2026

Build Wireframes and Low-Fidelity Prototypes

[Coursera](#), online course by Google, March 2024

Enterprise Design Thinking – Team Essentials for AI

IBM, April 2020

Mobile UX Design

[Interaction Design Foundation \(IxDF\)](#), May 2020

Master Thesis

Conducted qualitative study (12 participants, 90-min interviews) across creative professions (game design, music & art direction) on *how AI collaboration affects meaningfulness of work*. Graded 1.5 (German grading system). Found that AI shifts meaningfulness toward task evaluative stages, surfacing tensions between creative autonomy, task ownership with implications for how AI tools should be designed.