

# Karthikeyan Kandavelu

Sr. User Researcher – 14+ years  
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Portfolio: [case study](#) | [oviye.com](#) | [substack](#)

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## About Me

Observer by nature. Curious in exploring the dynamics of human behaviour. My pursuit of opportunities to improve product and service experiences pushes the boundaries of my research beyond digital touchpoints. My intent is to create business impact, by enabling product teams to improve overall digital experience with the help of credible user insights.

## Key Accountabilities

Own UX research roadmap, deliver credible user insights amidst constraints for user research, and Collaborate with Designers, PO and PM along with cross-functional stakeholders from Marketing, Sales, and Customer Operations. Advocate the significance of user research and data-driven design intended to attain design maturity.

## Executive Summary

1. Analysing the current experience of Chase credit card marketing campaign platform and ideating UXR strategy, which includes metrics, governance, intended to foster data driven continuous UX improvement.
2. Discovering opportunities to find intersection with Agentic capabilities intend to reduce human errors and efficiency.
3. Saved 520+ days of Product team's development effort, by validating design hypothesis with B-B customers in 3 European markets, using user testing, cognitive walkthrough and contextual inquiry methods, for Shell Fleet Hub.
4. Improved the process of the Data Science team, by incorporating co-creation and continuous improvement mindset, based on mixed-method research insights, resulting in a 5% increase in user adoption of ML-based prediction tool.
5. Executed Ethnography and Field observation research as a pilot study in Shell Lube Laboratory, which uncovered insights on user behaviour and decision-making instances, resulted in defining hypotheses for further validation.
6. Enhanced the search filter experience of ML-based prediction tool for lubricants testing, by using Card Sorting and contextual inquiry methods, resulting in improved usability and relevance of research results.
7. Executed CX audit for Shell Recharge App B-C which included Heuristics Review, analysis on customer journey maps, Customer Ops and system monitoring tool data, and customer feedback at the marketplace, uncovered 20+ improvement opportunities, resulting in quick win usability improvements and direction for further exploration.
8. Recommended user adoption strategy focused on behavioural change, KPIs to measure user adoption progress and ways to collect user feedback using the diary study method, resulting in a data-driven product improvement process.
9. Created and socialized Service Blueprint for EV Hybrid card management, helped cross-functional stakeholders such as Customer Operations managers and account Managers, to synergise better with acquisition company stakeholders, and bring them up to speed in B-B customer migration engagement.
10. Executed usability testing for Knowledge Management tool, which helped in improving learning report extraction, resulting in optimizing average report extraction time from 20 minutes to <5 minutes.
11. Improved the search result filters by applying card sorting and contextual inquiry techniques among lubricant testers, resulting in easy findability to historic lube test results.
12. Mentor fellow designer and researcher on User Research, Digital Accessibility, Design Strategy, and Career pathway.
13. Hands-on in research methods such as Diary Study, workshops, Unmoderated remote testing, A/B testing, Multivariate Testing, JTBD – Jobs to be Done framework, UX Benchmarking, and AI prompt engineering.
14. Proficient in research execution and data synthesis tools such as UserTesting.com, Dovetail, Miro, Figma Design & Figjam, MS Teams and knowledge in Qualtrics, Tobii eye-tracking and data analysis.

## Career History

- Senior User Researcher – JP Morgan & Chase (Sep 2025 – Present\*)
- Senior User Researcher - Shell India Mkt. Pvt. Ltd (Oct 2016 - Sep 2025)
- UX Designer - Caterpillar India (Dec 2015 - Sep 2016)
- UX Designer, Tata Consultancy Services - Retail Innovation Lab (May 2014 - Dec 2015)
- UX Designer - Cognizant Interactive (Oct 2012 - May 2014)

## Education

- Masters in psychology - Behavioral Science (CBCS), Christ University, Bangalore - Jul 2022
- B.Tech. in Information Technology from MNM Jain Engineering College – Mar 2008
- Landmark – Forum, Curriculum for living – Jan 2024

## Certification & Courses

- Quantitative UX Advanced, Mohsen Rafie – Jan 2026
- Qualitative Data synthesis, by Indi Young – Jun 2024
- Marketing Foundation: Customer Behaviour – Linked Learning – Apr 2024
- Service Blueprinting, Nielsen Norman Group – Sep 2023
- Certified Usability Analyst (2017-6781) from Human Factors International - Dec 2017