Aneka Raj

UX Researcher & Designer

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Researcher and designer with 4 years of experience across qualitative and quantitative methods — from ethnographic fieldwork and longitudinal studies to jobs-to-be-done frameworks. Translates complex datasets into actionable product strategy and insight-driven design, collaborating with cross-functional teams to drive measurable business outcomes.

EXPERIENCE

Intuit — ProTax Group
Jan 2024 – Present
Lead Design Researcher

Led a **3-month in-season ethnographic study** across Texas, New York, and Idaho — embedding cross-functional pods of 15 (Research, Design, PM, Engineering) inside tax firms during peak season. Designed the research hub, field guide, notetaking templates, and synthesis framework. Findings directly shaped Large Firm product strategy.

Designed and executed an **18-week longitudinal diary study** using Qualtrics surveys and Zoom interviews to map day-to-day advisor workflows. Developed distinct behavioral segments and sentiment journey maps, resulting in a **27% increase in feature engagement** and a **2-point NPS lift**.

Applied a **jobs-to-be-done framework** to identify advisor motivations across functional, emotional, and social dimensions. Built an interactive data dashboard to visualize findings with heatmaps, bubble maps, and bar charts. Recommendations shifted product and marketing strategy for the new tax year.

Regularly drives batches of **usability sessions** to evaluate new features and ensure quality, pairing qualitative findings with quantitative friction surveys. Refined the product roadmap, contributing to a **65% increase in customer engagement** (average tax plans created per customer).

Facilitates weekly cross-functional research office hours and VoC tracking, establishing a standard of **research rigor** across researchers, designers, and PMs — resulting in higher-quality insights and faster design iteration.

Applied Psychology Lab — UT Austin
May 2021 – May 2022
Research Assistant

Conducted **14 focus groups** with the Travis County Fire Department investigating staff morale and organizational commitment. Used inductive coding to surface 130+ themes and delivered actionable recommendations to district leadership.

Developed a longitudinal engagement scale to measure year-over-year employee wellbeing, establishing a long-term research partnership for ongoing assessments.

Enhanced a **digital growth-mindset intervention** for high school students through A/B testing and statistical analysis, driving a **31% increase in engagement** semester-over-semester.

SELECTED PROJECTS

Investigating the Efficacy of Virtual Reality in Eliciting Awe — MSc Dissertation, LSE. Designed and conducted an experimental study exploring whether VR environments can reliably induce the emotion of awe, contributing to emerging research on technology-mediated affective experiences.

Plant Points — Lead Designer & Researcher. Designing a gamified mobile app to help users build gut-healthy eating habits through plant diversity tracking. Grounded in nutritional research and behavioral science principles. Currently in progress.

Fund Texas Choice — Lead Researcher & Designer. Redesigned the website for a reproductive rights nonprofit, centering accessibility, empathy, and responsive design to better serve vulnerable users.

EDUCATION

The London School of Economics and Political Science
London, UK
MSc Behavioral Science

University of Texas at Austin
Austin, TX
BSA Mathematics | Minor in Psychology | Certificate in UX/UI

SKILLS

Methods: Ethnographic Fieldwork, Diary Studies, JTBD, Usability Testing, A/B Testing, Contextual Inquiry, Focus Groups, Surveys, Journey Mapping, Behavioral Segmentation, Thematic Analysis, Inductive Coding

Tools: Figma, Qualtrics, Google Sheets, Google Docs, Gemini, GitHub, Zoom, Pinterest, Dribbble, Adobe Illustrator

Competencies: Cross-Functional Leadership, Stakeholder Communication, Research Operations, Data Visualization, Strategic Storytelling, Insight-Driven Wireframing & Prototyping