

Siddhika Desai

Senior UX Researcher

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SUMMARY

UX Researcher with 4 years' experience shaping large-scale digital infrastructure products at Bosch, an engineering-led enterprise environment. Formally trained in qualitative and quantitative methods of inquiry. I operate across the UX lifecycle, specializing in early-stage problem framing and need-validation.

EXPERIENCE

Senior UX Researcher

Aug 2022 – July 2025

Bosch Global / Global Engineering & Technology company

- Led 4 end-to-end research engagements and served as a core user-research partner across 12+ enterprise and B2C products globally.
- UX Expert – Bosch Private Cloud Center of Excellence: applied research for private cloud service optimization.
- UXR Lead for foundational research for lab operations digitization.
- Core UX Contributor, Public Cloud Providers @ Bosch: feedback-led research for cloud service enablement.
- Communication designer for Division Strategy Meeting at Bosch (2024).
- UXR lead for foundational research for setting up enterprise data marketplace.
- Core UXR partner for evaluative research for design of enterprise data marketplace.
- Core UXR partner for evaluative & generative research for global HR Portal (SAP).
- Assisted in foundational research for SAP Migration Strategy for manufacturing plants in IN & EU.
- UX evaluation for enterprise-wide GenAI Marketplace.
- Core research partner for applied research on enterprise IT cost analytics dashboard.
- Conducted 200+ hours of user research through generative and evaluative studies on products & user ecosystems.
- Specialized in driving UX for early-stage problem framing and system-level understanding to reduce strategic risk before execution.

EARLY EXPERIENCE

UX Research Intern (Thesis)

Jan – Jun 2022, May – Aug 2021

Bosch Global / Global Engineering & Technology company

- Carried out a foundational study on modernizing software development practices for Master's thesis. Applied qualitative research and synthesis across 3 projects, shaping product strategy for HR, mobility and org-change management.

UX Design Intern

Nov 2020 – Dec 2020

DG Takano / Industrial water-saving valve solutions

- Contributed to enterprise productivity tool design, supporting interface decisions and usability improvements.

Copywriting Intern

Nov 2019 – Dec 2019

Infectious / Advertising Agency

- Developed campaign narratives through cross-functional creative collaboration.

Counselling Intern

Oct 2017 – Nov 2017

Palcare / Palliative care clinic

- Supported palliative care delivery through patient-facing assistance and clinical coordination.

EDUCATION

Masters of Design (Visual Design) 2020 – 2022

Indian Institute of Technology, Hyderabad · 8.59/10

Bachelor of Arts (Psychology Major) 2016 – 2019

Sophia College for Women, Mumbai · 8.67/10

Humanities (10+2) 2014 – 2016

Delhi Public School, Navi Mumbai · 89.16%

CERTIFICATIONS

User Retention Analytics 2026

Coursera

SKILLS

UX Needs Elicitation · Strategic UXR · UX Enabling · Field Studies · RFM Analysis · Research Communications · Market Studies · Survey Design & Analysis · UX Operations · Design Reviews · Usability Testing