

FLAURA SHUKLA

User Researcher and Service Designer

Hello! I am a user researcher with over 10 years of experience. I specialise in innovation & future centric research and service design.

As a dedicated UX researcher, I draw insights from analytical data and in-depth user research to create a holistic view of user experiences.

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EDUCATION

B.DES, LIFESTYLE PRODUCT DESIGN

— 2009 - 2013

National Institute of Fashion Technology, New Delhi

SKILLS

Design Research

Quantitative & qualitative research practices. Contextual inquiry, in-depth interviews, ethnography, usability testing, survey, secondary research, data analysis and synthesis, and persona building.

Service Design

Stakeholder, scenario & product-service ecosystem, customer journey mapping, service blueprints, concept development and process redesign

Workshop Facilitation

Designing and facilitating workshops for project alignment, research, co-creation, innovation opportunity identification and roadmap

Design and Prototype

Storyboarding, Rapid prototyping, Low fi wireframe, Information flows

TOOLS

Figma, Miro, Figjam, Qualtrics, Maze UserTesting, Adobe illustrator, Keyshot

ACHIEVEMENTS

- BW Design Award, 2018, Smart Product Category
- Titan Ignitor, 2014, Finalist, New Business Opportunity
- FDDI Student Award, 2012, Winner, Communication Design

WORK EXPERIENCE

UX RESEARCHER

MICROSOFT CORP., IDC, Bengaluru — 2021 - PRESENT

- Lead user research, set co-strategic product directions and pioneer innovative research methodologies
- Planned and led research to enable development and continuous improvement efforts for Microsoft Bookings & Microsoft Places by conducting comprehensive foundational studies involving over 750 users.
- Orchestrated pivotal product adjustments grounded in user insights, significantly enhancing scheduling and appointment management functionalities for millions of enterprise workers.
- Provided strategic guidance to business and design teams through horizon planning, leveraging user research findings and domain analysis.
- Advocate for user research across product and tech teams, facilitating workshops and consultations to foster a user-centric culture.

RESEARCH LEAD (PRODUCT INNOVATION)

TITAN COMPANY LTD., Bengaluru — 2018 - 2021

Worked with a multi-disciplinary team to create and realise new opportunities, based on detailed and periodic research. Decrypted emerging consumer values, future attitudes and behaviour changes.

Key Projects

- System design for circular remanufacturing business model
- Service design for watch repair
- Research and design of a new language for a new watch brand for young women
- Consumer research and workshops on Indian Tweens

SR. PRODUCT DESIGNER & RESEARCHER

TITAN COMPANY LTD, Bengaluru — 2013 - 2018

Led design and research for Fastrack girls watches and smart wearables, managing end to end projects combined with user studies, design validation and innovation pitches.

UX RESEARCHER

CENTER FOR KNOWLEDGE SOCIETIES — Jul - Sep 2013

Worked on a trend research project for a lifestyle brand client. The final deliverable was a trend report with key trends for 2014, their scenarios and analysis breakdown. For this project I worked (with a team of 4 researchers) on trend identification and research through various methods like visual and secondary research, expert interviews, focus group discussions and co-creation workshops.