Sandeep Kumar

Senior UX Researcher · Mixed methods · iPhone and Apple Watch app creator

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Senior UX Researcher with over six years in product research across fintech, B2B, marketplaces and consumer hardware. Trained in psychology and human-computer interaction, I run qualitative and quantitative research with equal confidence and choose the method to fit the decision. I have been the first researcher at three companies, building research functions from the ground up, hiring and mentoring researchers, and making research a routine input to product strategy.

I also build what I research. In Nov 2026 I created INTENSITY, a heart rate zone workout game for iPhone and Apple Watch, taking it from an idea to an external TestFlight beta as its sole product owner, designer and developer, working with AI coding agents. I'm interested in further research roles into technology, consumer electronics and digital experiences.

SKILLS

Research methods: generative and evaluative interviews, focus groups and co-creation, moderated and unmoderated usability testing, concept and copy testing, diary studies, jobs to be done, AI-moderated interviews, survey design

Quantitative: hypothesis testing and effect sizes, quasi-experimental and repeated-measures designs, regression, segmentation, NPS and tracking, sample size and power, SQL (Amazon Athena)

Product and app development: product requirements, roadmaps and decision logs; AI-assisted development with Claude coding agents; native Swift bridges for Apple Watch, Apple Health and Bluetooth heart rate sensors; Xcode builds, TestFlight betas and App Store Connect

Leadership and operations: building research functions, intake and prioritisation, democratising research, hiring and mentoring, repositories, participant panels, consent and GDPR, business cases

Tools: Typeform, Attest, Maze, Lyssna, Userbrain, User Interviews, Lookback, Dovetail, Jira, Confluence, Tableau, FullStory, Xcode, Netlify, Vercel, JASP/SPSS, AI tools (Claude, Gemini Notebook)

EXPERIENCE

Nothing® | Product Researcher · London · Jun 2026 – Nov 2026

Product research across smartphones, audio and Nothing OS in a two-person user research team, reporting to the User Research Lead.

- Mixed-methods role consisting mainly of survey construction, analysing, statistical tests, frequencies and insights.
- Investigated a **30-point jump** in a Phone (4a)'s regional NPS: tested six hypotheses and designed a matched follow-up wave with a control group, which showed a survey incentive explained most of the jump (**+27 points against a flat control**). Incentives were then held constant across survey waves.
- Constructed and analysed a **20,000-person** consumer survey on wireless earbuds; reported that clustering found no stable segments, and replaced personas with a design-orientation index that tracked loyalty from 18% to 60% across its tiers.
- Built a consented research panel of **100,000+ people** from 33 survey exports with independently verified consent rules; wrote a budgeted tool case for the Software Director; set up e-signature NDAs and standard incentive terms with Legal.
- Created an **AI (Claude) analysis workflow with subagents** that recalculates findings in an independent sandbox to prevent hallucinations and fabricated data.
- Researched design into our AI featureset, Essential Space, to diagnose churn and recommend design changes in Figma.

INTENSITY | Creator and App Developer (independent project) · London · Nov 2026 – Present

A heart rate zone workout game for iPhone and Apple Watch: the music, light show and scoring react to your live heart rate. In external beta on TestFlight. Product, design and testing are mine; the code is written with AI coding agents (Claude) under my direction.

- Currently taking the product from idea to an **Apple-approved TestFlight beta**: a single-file HTML and JavaScript game wrapped as an iPhone app with Capacitor, with native Swift for Bluetooth chest straps, Apple Health and a companion Apple Watch app.
- Owned the product end to end: wrote the requirements, set seven design principles, kept a decision log with the reasoning behind each choice, and iterated through **37 versions**, testing each on an iPhone and Apple Watch.
- Built research into the product: **22 playtest hypotheses**, noting the confounds, a once-a-second workout data export and a post-workout check-in, so tester feedback can be checked against what happened in the session.
- Diagnosed a heart rate dropout problem from a workout export (**175 of 419 seconds** with no reading), then specified fixes for both Apple Watch and Bluetooth straps: unscored gaps, re-sent readings and automatic reconnection.

Bark.com | Senior UX Researcher · London · Feb 2023 – Sep 2025

First UX researcher at a UK services marketplace, through its move from selling leads to a marketplace and then to subscriptions. Role made redundant in an organisational restructure.

- Led **47 studies across seven product teams**: interviews, focus groups, co-creation workshops, concept, usability and copy tests, and surveys of up to 894 sellers.
- Built the research function in **ten weeks**: a research hub (wrote 91 of its 129 pages), intake with RICE prioritisation, a tagging taxonomy, zero-cost recruitment pipelines and a GDPR consent and data policy; created a three-level model that let designers run their own studies with research oversight.
- Made the business case for a second researcher, then **hired, onboarded and mentored** a mid-level UX researcher who delivered 22 studies in her first 11 months.
- De-risked the move to subscriptions with **five studies and 43 professionals in three months**, resolving terminology problems before launch and choosing migration messaging through a counterbalanced copy test.

Third Bridge | Senior UX Researcher · London · Mar 2022 – Jan 2023

First UX researcher at a global investment research firm.

- Ran 15 in-depth interviews with industry experts and two validation focus groups, producing three specialist profiles that shaped the Specialist Experience OKRs and the case for a secure specialist portal, to guide re-engagement of a 71,000-specialist network.
- Created and ran a **UX Research rotation programme**: a three-month curriculum and skills assessment; selected, managed and coached two secondees from across the business.

Curve | UX Researcher · London · Jul 2021 – Feb 2022

First UX researcher at a fintech app, later acquired by Lloyds Banking Group.

- Led three rounds of onboarding research (moderated interviews and a 15-person unmoderated variant test); the product team reported a **22% (iOS) to 33% (Android) lift in onboarding conversion** after the changes.
- Explained a fall in referrals with six interviews and a 697-response survey, leading to six recommendations including in-app referral status; ran usability and competitor research for credit products and a 427-person survey of churned and active users.

Cuvva | UX Researcher · London · Jan 2021 – May 2021

- Researched price comparison website behaviour (8 interviews) and usability-tested a telematics pricing flow (8 participants), leading to clearer messaging and permission flows; scoped the recruitment platform the team adopted.

Meta (Facebook) | UX Research Assistant, Workplace (contract) · London · Nov 2019 – Dec 2020

- Worked across all pillars of the Workplace by Facebook app and desktop website, as a research assistant for various UX Researchers at Meta.
- Independently moderated and analysed usability studies, concept tests, diary studies, ethnographies and user interviews in line with their comprehensive research plans to ensure validity & accountability.
- Analysed 66 recorded SMB sales calls to map discovery and buying roles, informing website and go-to-market recommendations; co-ran onboarding concept and usability tests for a new Workplace product and interviewed enterprise customers across APAC, North America and ANZ.
- Worked closely with Meta librarian to create a large-infrastructure repository which captured all of Meta's research globally, including taxonomy systems and cataloguing research deliverables.

EDUCATION

MSc Human-Computer Interaction (Merit), University College London (UCL) · 2018–2019
Thesis: Ethical Influence of Google Duplex and Proactive Voice Assistants (Qualitative study)

BSc Psychology (2:1), Coventry University · 2014–2018
Dissertation: Avoidance Attitudes Towards Virtual Assistants (Mixed-methods research)

CERTIFICATIONS AND AWARDS

IBM Enterprise Design Thinking Co-Creator (2020) · LGBT+ Officer (2018) · Student Union Councillor of the Year (2016) · Jack Petchey Outstanding Achievement Award (2016)

References available on request