

Tara Menon

UX Researcher

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PROFILE

Mixed-methods UX researcher who talks to users so teams don't have to guess. Seven years in health-tech, consulting and the social sector; I plan studies that answer real product questions and write plain reports that teams actually read.

EXPERIENCE

Senior UX Researcher

2022 – now

CareNest Health, Bengaluru

- Lead research for the patient app used by 2 million people; run 60+ interviews a quarter.
- Set up a research repository and a monthly insights review with product leads.
- Findings on appointment booking led to a redesign that cut drop-offs by 22%.

Research Associate

2020 – 2022

Quadrant Design Consultancy, Delhi

- Ran usability tests, diary studies and surveys for banking and retail clients.
- Facilitated co-design workshops with 200+ participants across six cities.
- Wrote research playbooks now used by the whole consultancy.

Field Researcher

2018 – 2020

Open Fields Foundation, Pune

- Conducted field interviews in Marathi and Hindi with farmers and SHG members.
- Turned field notes into personas that shaped a farm-advice voice service.

SKILLS

Interviews

Usability tests

Surveys

Synthesis

Workshops

Diary studies

Figma

Dovetail

EDUCATION

MA, Sociology

2016 – 2018

University of Delhi

BA (Hons), Psychology

2013 – 2016

Christ College, Bengaluru

TALKS & WRITING

“Research in five languages” — Talk at a regional UX conference, 2024.

Accessible research for older adults — Guide published on the company blog.

LANGUAGES

English · Malayalam · Hindi · Marathi Certified: Certified Usability Analyst (CUA)