

VINAYA (VINN) NARESH | Researcher & Experience Designer

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HEADLINE

Translates mixed-methods research into effective strategies, inclusive and personalised experience design, with work-exp across cybersecurity, B2B SaaS, XR, luxury lifestyle, and agency and consulting environments.

IMPACT HIGHLIGHTS

- Psychographic trend analysis of 50k+ social accounts for FAANG client uncovering high impact themes
- UX research and experience design changes for FAANG client for 100+ attendee XR metaverse
- Built foundational UX team and strategy for Cybersecurity product (B2B SaaS) in a 2-month sprint

WORK EXPERIENCE

UX Researcher & Strategist, Remote / India

Aug 2026 to Sep 2026

CORS Lab Technology, Contract

- Led UX strategy and discovery roadmaps for B2B cybersecurity SaaS product using 1:1 user interviews, heuristics evaluation, heatmap analysis and Maze usability studies, to deliver ready-to-ship Figma wireframes with actionable pitch-decks for clear translation of insights and smooth dev-handoff
- Took full ownership of UX and streamlined 6 months of UX decision-making into a 2-month sprint boosting engineering efficiency by 30%, with foreseen scaling cater to 2x clients, 10x end-users in Q4
- Built the foundation for a UX team and crafted a Universal Appeal Score (Google inspired) for future UXRs and UXDs to standardise evaluation across 4 target user personas (informed by user studies)
- Optimised C-Suite's product strategy, advocating for human-centered feature changes over unvalidated, ground-up UI redesign informed by targeted feedback from a pivotal client segment: global tech decision-makers

Independent Researcher, London, UK & Bengaluru, India (Relocated)

May 2025 to May 2026

Wonder With Vinn, Career Break

Passion-led independent research on "How to make emerging tech accessible, equitable and inclusive to a diverse user base, right from its creation?" with a curated publishing pipeline on self-platform.

Content Strategist - Audience Research & UX, London, UK

Dec 2024 to May

2025

House of Ecoveeve, Contract

- Led B2B/B2C UX and content, with full ownership of storytelling and copy for lookbooks and digital promotions of brand's first collections (SS25, AW25), crafting experience design and go-to-market playbooks for devs, graphic design, copywriters, sales and PR, achieving 75% positive client feedback
- Conducted 1:1 interviews across demographics (generational, gender, affordability) to uncover pricing insights and emotional hook, and macro trend analysis on Brandwatch, Instagram Insights (retail) and LinkedIn Analytics (wholesale), to inform strategy, increasing e-commerce end-users by 10%
- Developed a robust SEO-backed, luxury-aligned brand voice (e.g., *practical luxury*, *modern heritage*, *mindful living*, *playful elegance*) avoiding gimmicky clichés which were deteriorating CX
- Facilitated Canva workshops for stakeholders to reinforce USP in cross-channel content, for effective brand messaging around conscious and ethical ethos, with aligned Figma and InDesign templates for dev/graphic design, attracting 3 features in lifestyle magazines and acquiring 6 luxury stockists

Service Designer - CX and Hybrid-Tech, London, UK

Aug 2022 to Sep 2023

triyoga, Contract

- Recognised as Hybrid-Tech Specialist of world renowned studio based in London, managing end-to-end immersive, hybrid in-person AV and livestreaming of 1000+ classes and 100+ events comparison of surround sound system, synchronised immersive hardwares and in-venue prop setups
- Implemented key changes to service design across the interfaces used by tech specialists, spiritual practitioners, operations members, client advisors, centre managers and wellness teachers, by tailoring hardware and software configurations and parameters to users abilities and accessibility needs.
- Surveyed 500+ attendees for experience design improvements, helping to scale hybrid classes and events from 2–3 to 100 participants per session by gaining traction with bespoke user interface setups
- Built user trust by enforcing ethical policies around data privacy, consent and cybersecurity measures
- Liaised with engineering and leadership to refine features of in-house app and browser UX for a user-friendly experience, helping to onboard 200+ end-users onto the digital check-in process, offering methods for personalised tech-education to 100+ vulnerable clients (neurodivergent, elderly, children)
- Authored SOPs and trained team on seamless IT setups, establishing a 3-day turnaround time for deploying new classes and interface updates, with 80% success rate of smooth running online events

XR Agency Apprenticeships, London UK

Aug 2021 - Oct 2022

Salt and Lime Media Agency, Audience Research & Content Strategy, Client: FAANG

- Individually delivered audience research and micro and macro trend analysis of 50,000+ social accounts (Brandwatch and internal Meta tools) to boost adoption and sales of XR products and apps
- Uncovered high-impact content themes to overcome sales friction - gap between complex XR tech and household, everyday consumers - within 1 month turnaround time, helping to drive 700 M unit sales
- Pitched actionable insight-to-strategy that secured cross-functional sign-off from client, PR and content teams, guiding the selection and onboarding of 25 targeted creator and UGC partners.
- Pitched key themes of mental health, escapism and education adopted for social campaign, by conducting targeted surveys (N=150) and psychographic analysis, helping drive 10 mil app downloads

Ombeond & Echobubbles, Immersive Experience Design, Clients: FAANG, Crypto

- Performed individual mixed-methods UX evaluations, and collaborative internal playtests for £1M+ budgeted XR metaverse events for FAANG and Crypto clients with 100+ live attendees
- Conducted 50+ user interviews and analysis to raise playtest rating of % to % during real-time delivery
- Strategically recommended exit feedback pop-ups, monitored Twitch streams and analysed player disconnection rates, translating telemetry and crash dumps into actionable changes for creative team

Blend Media Agency, Research & Web Content Strategy, London, UK

- Incharge of qualitative market research and synthesising insights into marketable, educational website content, co-designing 20 webpages with Head of Marketing during 4-month agency rebrand sprint
- Established a phased approach from information to simplified text to catchy phrasing, co-authoring copy and co-designing UX, translating XR-technical data into simplified, non-gimmicky drafts
- Boosted creator community engagement and partnerships by 2x by delivering future-facing content (recycled in future rebrands) and strategy, and defining the XR marketplace taxonomy and structure

Associate, Delhi, India

May 2019 to Feb 2021

ZS Associates (Client: Fortune 50, Pharma)

- Partnered directly with the Global Marketing Director to drive strategic decision-making for new market expansion, product optimization for higher returns, a major pharma merger and COVID-19 pandemic

- Built a custom resource allocation tool from scratch using Python, SQL, MS Excel and Tableau for ROI analysis using linear regression and an automated ETL flow, to deliver insights as quarterly and ad-hoc pitch decks and identified growth opportunities which drove a 10.5% revenue increase in 3 markets
- Supported market positioning during a merger helping to scale revenue by \$1.5B (\$40B+ net globally)

EDUCATION

MA, Merit with Scholarship, Istituto Marangoni, London, UK

Feb 2021 - Aug 2022

Promotion, Communication and Media, London School of Design & Fashion (MMU)

- Awarded a tuition fee scholarship in recognition of a submission to the Vogue Italia campaign.
- Built a metaverse platform for cross-disciplinary creative collaboration, engaging creative technologists, PR professionals, and XR artists, and achieving a 4.5 out of 5 user rating (Dissertation)
- Conducted audience research for mock brand campaigns for Burberry and an industry campaign for Agnes B, uncovering insights to inform creative social strategy for Gen Z audience acquisition
- Modules: Research Methods, Innovative Communication, Contextual and Cultural Studies, Communication and Criticism, Creative Direction, High Technology

B.Tech, First Class with Distinction, Kancheepuram, India

May 2015 to June

2019

SRM IST, Information Technology

- Conference: Awarded "Best Project Presentation" at the International Conference on AI and Evolutionary Computations in Engineering Systems (2019) [paper link](#)
- Modules: Data Analysis, AI-driven analytics, AI for sentimental analysis, IT for business, HCI

SKILLS

Technical Skills: Human-Centered Design, Facilitation, Storytelling, Wireframing, Prototyping, User testing, Visual Design, Data Visualization, Qualitative and Quantitative Research, Mixed-Methods Research, Consumer Trend Analysis, Social Media Listening, User Interviews, Discovery Roadmaps, Copy Writing, UX Writing, Content Writing, Extended Reality Experiences, Immersive Experiences,

Tools: Figma, Mural, Miro, MS Excel, Adobe InDesign, Maze, Hotjar, Survey Monkey, Attention Insight, Tableau, Python, Google Workspace, MS Office, Notion, Monday

Languages: English, Hindi, Tamil, Malayalam, Kannada, French