

Shalakha Jain

User Experience Researcher

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UX Researcher with 8+ years leading research strategy across consumer and enterprise products. Expert in shaping product strategy in high-ambiguity environments and building research systems at scale.

Professional Experience

Amazon Ads, Gen AI for Advertisers, Senior User Experience Researcher

2025- Present, New York

- Built Amazon Ads Gen AI Creative research function from the ground up as its first researcher, establishing the programs, methodology, and processes that now drive decisions across 8+ AI creative Ads products.
- Built an agentic, queryable research system that consolidates marketing, sales, and research insight in real time, adopted across 6+ cross-functional teams as the primary source of consumer insights.
- Architected a self-updating advertiser persona system, replacing fragmented advertiser definitions across teams and enabling faster, more aligned design and product decisions.
- Shaped Amazon Ads product roadmap through research-driven influence, redirecting multi-million dollar decisions and improving workflow efficiency, and increasing advertiser spend by 7%.
- Shaped the design of Amazon Ads internal AI prototyping tool by providing ongoing research and feedback, helping the team prioritize features and gaps that matched designers needs.

Google and Youtube Ads, Senior User Experience Researcher

2021- 2024, New York

- Led end-to-end research programs across six different surfaces of the YouTube Ads platform (Creator, Kids, Shorts, Search, Feed, Instream) influencing product roadmaps and strategies for diverse global audiences.
- Drove discovery of key opportunities that led to a 35% increase in Creator Ads Annual Recurring Revenue, influencing long-term business strategy. The framework was presented to Sundar Pichai.
- Synthesized insights into clear, executive-ready narratives that secured buy-in and influenced product and design strategy, contributing to a historic YouTube Ads launch and +4% long-term revenue impact.
- Led research for AI-driven Ad campaign and creative tools, generating insights that improved asset generation, targeting precision, and overall advertiser effectiveness.
- Established the Rapid Research program for Google Ads, delivering 10+ projects in two months and significantly improving speed and agility in product decision-making.

FitBit (former Google Health), User Experience Researcher

2020- 2021, San Francisco

- Developed Google Health's first participatory design research program, uncovering critical trust and usability gaps in how people manage their health records, findings were presented to the VP of Google Health.
- Founded a new product workstream on lab result comprehension by uncovering critical gaps in how users interpret their health data, leading research to guide its long-term strategy and roadmap.

- Reversed 3 product requirements pre-launch by uncovering critical health data trust barriers through a 300-person Trusted Tester study.

Google Maps, User experience Researcher

2019- 2020, San Francisco

- Defined product strategy across multiple Maps surfaces, including Explore, Timeline, and Directory by leading foundational research into how people discover, track, and organize places.
- Delivered research across 8+ product launches by building a repeatable rapid-research framework.
- Shaped Maps' product strategy as COVID-19 changed its core value proposition, running global research across international markets to redefine the product's relevance that resulted in 3+ new strategic directions that drove a 22% increase in local SMB searches.

Other relevant experience:

SiriusXM, User Experience Researcher (2019)

Tata Elxsi, Design Researcher (2016- 2017)

HappiestMinds Technologies, UX Designer & Researcher (2015- 2016)

Microsoft Summer Intern, Design Researcher (2014)

Go Laadli (NGO), Research consultant (2019- 2020)

Education

M.S., Strategic Design Management, Parsons School of Design, New York, 2017-2019

M,Des., Design Research, National Institute of Fashion Technology, Mumbai, 2013-2015

B.A., Economics, University of Delhi, Delhi, 2009 - 2012

Technical Skills

Research methods: Ethnographic research, in-depth interviews, usability testing, A/B testing, surveys, diary studies, card sorting, competitive analysis, participatory design, journey mapping & service blueprinting, heuristic evaluation, persona development, rapid research, benchmark testing, concept testing, statistical analysis, generative research, foundational research, mixed-methods synthesis

Domain expertise: Consumer (B2C) & Enterprise (B2B) product research, Agentic experiences, AI product trust & adoption, health & privacy, navigation & discovery, Entertainment, Kids Research

Strategy & leadership: Research strategy & roadmapping, zero-to-one research programs, research operations, stakeholder management, cross-functional collaboration, executive communication

Tools: Dovetail, Figma, UserInterviews.com, Qualtrics, Outset, Dscout, Miro, UserTesting, Airtable, Notion, Kiro, R, Alida