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CUA Certified · HFI

Ad-Tech&Media·FinancialServices·Retail&E-Commerce · QSR & Consumer Brands · Enterprise SaaS · Smart Home / IoT

UX researcher with **11+ years** building research practices that organizations run on. I move between qualitative depth and quantitative rigor depending on what the question actually needs, not what I am most comfortable with. I am comfortable putting a stake in the ground before all the data is in.

My strongest work establishes the infrastructure that lets research scale: operating models, shared user understanding, measurement systems, and the experimentation frameworks that connect qualitative discovery to live testing. Research as a strategic capability, not a service function.

SIGNATURE WORK

PERSONAL PROJECT

Multi-Modal AI Framework - a 0→1 tablet-based AI math learning tool

Led end-to-end UX research and product exploration using handwriting telemetry and intent parsing. Designed a **Four-Mode Adaptive Telemetry Matrix** (Gap-Filler, Shortcut-Taker, Under-Challenged, Anxious/Frozen) that parses handwritten canvas behaviors, pauses, cross-outs, repeated prompts to modulate AI coaching restraint based on student cognitive state.

SAMSUNG ADS · 2022 · PRESENT

From a validation function to a strategic, revenue-driving product capability.

Practice Scaling: Research shifted from a validation function to a strategic capability influencing executive roadmap decisions and portfolio investments.

Commercial Impact: Established a unified behavioral measurement framework and journey architecture that helped identify **\$11M** in revenue opportunities while embedding research into product investment decisions.

Research Strategy

Service Design

Mixed Methods

Measurement

EXPERIENCE

Samsung Ads

U.S. Bank

Ansira

Harman Intl.

CLIENT WORK

Chick-fil-A

Coca-Cola

Michaels

FedEx

Aflac

Purina

Daikin

Eyemart

Gallo

Luxco

AMX Living

Samsung Ads

Mar 2022 - Present

AD-TECH
B2B & B2C
TV AD EXPERIENCES

Senior UX Researcher

Sole UX Researcher across B2B & B2C Portfolio · Enterprise UX · 0→1 to Growth · Research Ops & Governance

- Brought end-to-end systems thinking to the DSP platform, establishing shared user understanding via **seven journey maps** and a behavioral measurement framework so platform decisions reflected the holistic advertiser journey.
- Built a **research operating model** that shifted product teams from solution validation to hypothesis-driven discovery, embedding research into roadmap planning, prioritization, and investment discussions.
- Drove 0→1 research for Ad Manager (MVP definition, workflows, service model) via competitive benchmarking and **16 external advertiser interviews**; ran sales funnel analysis identifying **4** core revenue opportunities, prioritizing a **\$5M** inventory expansion opportunity adopted directly into the product roadmap.
- Leading supply-side research on TV ad experiences, validating new TV native and CTV ad formats and producing UX guidelines that design and product teams follow for remote / device interaction, element hierarchy, and viewer behavior across placements.
- Defined **enterprise AI experience principles** and opportunity frameworks guiding adoption of AI-assisted workflows where AI should assist, recommend, or automate while preserving trust.
- Developed **AI-assisted research frameworks** to increase research productivity by accelerating qualitative analysis, synthesis, and executive reporting while preserving human insight integrity.
- Mentored junior researchers and designers through study design and career coaching, helping establish stronger research practices across parallel teams.

UX Design Researcher

Foundational Research · Iterative Validation · Adoption Measurement · Enterprise Design Systems

- Owned research across parallel streams for the **SHIELD enterprise design system**, pairing generative discovery with continuous evaluation so the product team always had both strategic direction and validated next steps to build.
- Led foundational discovery that reframed inconsistent adoption as a motivation problem rather than a tooling problem; built a JTBD-formatted backlog that converged **350+** scattered ideas into a prioritized roadmap, accelerating delivery timelines and driving service-side cost savings as users became fully self-reliant.
- Ran **five RITE studies** across consecutive sprints to validate portal templates as they were designed, and co-created an onboarding and communications service journey mapped to owning teams and measurable business objectives.
- Prioritized contribution features with a Kano study and tracked adoption health through recurring surveys; slashed time-to-contribute from **3 months down to 1 month** from initial onboarding.

Senior UX Architect

End-to-end Design & Research · Multi-Client Practice · Strategy & Synthesis

- Established the user research practice** for the experience design team, building frameworks for both generative discovery and evaluative validation, and using the practice as a differentiator to pitch and win new client engagements for the agency.
- Directed a broad mix of studies in-depth interviews, diary studies, contextual inquiry, usability testing, heuristic audits, accessibility evaluations, and journey mapping tied to measurable engagement, conversion, and satisfaction outcomes.
- Coca-Cola GamePlan Platform:** Led end-to-end research and design for an offline tablet/desktop app used by Coca-Cola's bottler field-sales network to execute retail strategy and manage equipment placement. Ran **30** discovery/usability sessions with field managers and **10** ideation workshops with bottling area managers, shipping a modernized profit calculator that unlocked a **15–30%** increase in sales opportunity increments.
- TPMI Platform Modernization:** Designed and scaled a centralized design system for the enterprise TPMI fund-management platform. Boosted feature development and system-management efficiency by **>50%** while cutting user error rates by **80%** through optimized interaction architecture.
- Gallo:** Translated stakeholder workshops, site evaluation, surveys, and Hotjar analysis into a prioritized A/B testing roadmap, lifting e-commerce revenue **16% week-over-week**.
- Aflac:** Iterative unmoderated studies against competitors, paired with behavioral analytics, flagged confusion in a two-step lead form; the one-step redesign raised B2C lead conversion **+20%**.
- Michaels:** Re-architected core e-commerce flows, including a proprietary custom-framing experience that ran in production for multiple years.
- Built **future-state member-experience journeys** for major QSR and retail clients (Chick-fil-A, Purina), anchoring personalization levels and cross-channel touchpoints on customer data to align stakeholder teams around a single strategic narrative.

Interaction Designer

IoT Product Design · Research Partnership · Stakeholder Prototyping

- Redesigned an IoT smart-home tablet application to **production-ready quality**, leading information architecture, user flows, task analyses, and click-through prototypes that anchored stakeholder reviews across product and engineering.
- Partnered closely with the research team on heuristic evaluation and discovery interviews, working hands-on through affinity mapping, synthesis, analysis, and ideation to translate findings into design direction.

CORE COMPETENCIES

HUMAN-AI INTERACTION (HAI) & GOVERNANCE	Multi-Modal Interaction Models · Adaptive AI Telemetry Frameworks · Prompt Calibration & Guardrails · Socratic Prompt Engineering · Trust & Experience Principles · Multi-Agent System Architecture · Evidence Governance & Insight Integrity
STRATEGY & SYNTHESIS	Mixed-method study design · Experimentation prioritization frameworks · Opportunity mapping · JTBD · Ecosystem mapping · Roadmap influence · Data visualization & storytelling
QUALITATIVE METHODS	In-depth interviews · Longitudinal diary studies · Contextual inquiry · Usability testing · Journey architecture · Mental models · Mindset personas
QUANTITATIVE METHODS	Survey design & analysis · A/B testing & experimentation · Kano analysis · Behavioral analytics · Sales funnel telemetry · Feature prioritization · Sample sizing & significance planning
TOOLS & WORKFLOWS	AI & Automation: OpenAI API Integration · Custom Multi-Agent Frameworks · Prompt Engineering Workbenches · Product Telemetry: Figma · Miro · Hotjar · FullStory · Pendo · Google Analytics · UserZoom · dscout · Qualtrics · Optimal Workshop · Maze · Design Thinking · Agile UX · Lean UX

EDUCATION & CERTIFICATIONS