



Samriddhi Garg

Consumer-centric UX researcher with 5+ years in retail and e-commerce, including 3 years in UX research, mapping online-to-offline shopper journeys.

Specialised in conversion and funnel research, in-store sales workflows and jewellery shopper behaviour, and in turning insight into shipped features.

Open to remote, hybrid and contract or freelance work

CONTACT

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RESEARCH METHODS

Funnel & cohort analysis
User interviews & shadowing
Usability testing
Heuristic evaluation
Surveys
Journey mapping
Competitive benchmarking
Workshop facilitation
AI-assisted synthesis

TOOLS

Mixpanel
Google Analytics
Microsoft Clarity
Figma, FigJam
Excel
Marvin (AI synthesis)

EDUCATION

Pearl Academy
B.Des, Accessory Design
2017 – 2021

EXPERIENCE *CaratLane* (2021 – 2026)

User Researcher 2023 – 2026

US E-commerce Conversion Study — Funnel Analysis

Sole researcher diagnosing why fewer than 3 in 1,000 visitors to the US website bought, with most traffic new and on mobile from social ads.

- Analysed the funnel by source, landing page, device and login state in Mixpanel and GA, and mapped the full journey in FigJam
- Found that logging in at checkout cut the order rate by **20x+**; login cleared the cart and new sign-ups hit a dead-end profile page
- Showed **2 in 3** ad visitors left product pages with no path forward; audited a 13-item navigation against Baymard guidance
- Impact:** delivered a ranked list of 6 fixes, an annotated journey map and a tracking-gap log, with a success metric for each fix

New Category Study — Silver Diamonds

Study on sentiment, awareness and adoption barriers for a newly launched category (natural diamonds set in silver).

- Led a mixed-method study across **130+ participants** (buyers, non-buyers and Jewellery Consultants, online and in store), structured around **5 parameters** from awareness to value communication
- Used AI-assisted analysis to synthesise themes across 130+ interview transcripts, speeding up cross-segment synthesis
- Impact:** showed 37% of non-buyers hesitated over trust or policy gaps and 34% had no category recall, while 65% of buyers bought it as a gift; product-quality and naming fixes shipped

Global Homepage Revamp — Analytics & Benchmarking Workshop

- Uncovered a **46% homepage-to-listing drop-off**, and that new users converting at just 0.45% still drove 82.6% of revenue
- Audited **9+ DTC and jewellery competitors** (Tiffany, Pandora, Blue Nile, Mejuri, Warby Parker and others) for gaps in social proof, gifting and rewards
- Impact:** facilitated a workshop with designers that turned findings into prioritised opportunity areas, directly shaping the redesign file

Checkout Experience Audit — Heuristic Review & Benchmarking

- Evaluated the India checkout (cart, address, gifting, payments) against **Nielsen's 10 heuristics**, benchmarked against Myntra, Tira and Giva
- Found missing loyalty-point visibility, a **failed-payment flow** that sent users back to the address page, and forced re-login that kept points (worth up to 20% off) unused on the global site
- Impact:** distilled reusable checkout design principles; recommendations submitted for roadmap prioritisation

In-Store Sales App — Jewellery Discovery & Billing

- Led store observations and Jewellery Consultant (JC) shadowing across **4 cities** (Mumbai, Chennai, Bangalore, Guwahati) across discovery, conversion, billing and post-sales
- Ran a 36-customer cohort study finding **52.7% of walk-ins were online-influenced**, while only 48% of non-buyers got a JC follow-up
- Impact:** findings shaped **3 new tools** on the roadmap: a price comparator, a plan-of-purchase calculator and an offline-to-online data aggregator

Regional Visual Merchandiser 2021 – 2023

- Executed merchandising across **30 stores in Karnataka & Goa**, grounding decisions in observed customer behaviour
- Analysed in-store traffic flow to **increase display visibility by 50%**; partnered with marketing on campaign displays
- Trained **50+ Jewellery Consultants** on product features and display best practices