

Anushtha Mishra

Turning behavioural insights into product decisions.

Counselling Psychology graduate with four years of experience conducting structured conversations around complex human behaviour. My work combines qualitative research, behavioural understanding, and evidence synthesis to reduce uncertainty and inform product decisions.

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PROFESSIONAL EXPERIENCE

Consultant EAP Counsellor 2021–2024 1to1Help · Bengaluru

- Conducted 200+ structured one-to-one and group sessions exploring workplace wellbeing.
- Facilitated conversations around complex and sensitive topics, identifying recurring behavioural patterns across diverse participant groups.
- Built strong foundations in qualitative interviewing, active listening and synthesising evidence into actionable recommendations.

Mental Health Content Writer 2022–2023 Bonobology · Remote

- Researched and translated psychological evidence into accessible, audience-focused content across a range of topics and formats.

UX RESEARCH PROJECTS

WellNest — Workplace Mental Health Platform

Qualitative research · Thematic analysis · Usability evaluation

- Planned and conducted a mixed-methods study using surveys, interviews and moderated usability testing.
- Synthesised findings that shifted the product direction from awareness-first to trust- and privacy-first experiences.
- Translated research findings into information architecture, interaction flows and product recommendations grounded in evidence.

GalleryGo — Online Art Auction Marketplace

Survey research · Competitive analysis · Usability evaluation

- Conducted exploratory survey research to understand trust and hesitation before a first online bid.
- Translated directional evidence into interaction flows and confidence-building product decisions.
- Revisited the project through my current UX Research practice, identifying methodological limitations and outlining how stronger qualitative research could improve confidence in product decisions.

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4 yrs

Clinical
interviewing
practice

RESEARCH METHODS

- Study Planning
- Semi-structured Interviews
- Survey Research
- Moderated Usability Testing
- Thematic Coding
- Affinity Mapping
- Journey Mapping
- Insight Prioritisation
- Research Synthesis

TOOLS

- Figma / FigJam
- Notion
- Miro
- ChatGPT / Claude

EDUCATION

MSc Counselling Psychology

Martin Luther Christian University
Dissertation: Negative Affect and
Social Anxiety
2020

Google UX Design Certificate

Professional certification
2024–2025

Meta: Principles of UX/UI

Professional certification
2024–2025

CURRENT FOCUS

- Self-directed UX research projects
- Open to UX Research opportunities (Full-time · Contract · Freelance)