Anshuk Chhibber

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Product and UX Research leader with **10+ years** of experience helping organizations make better decisions through customer research, behavioural analytics, experience measurement, and AI-powered research systems. Built **insight programs, telemetry strategies, and agentic workflows** that connect customer feedback to product decisions at scale. Open to remote and relocation.

SKILLS

UX Research: interview mastery (500+ interviews across 10+ industries), survey design, research strategy, usability testing, contextual inquiry, Jobs to be Done, ethnography, personas, journey mapping, competitive & brand perception research, and research training.

Product Analytics: analytics strategy, experience metrics & north-star definition, journey & funnel analysis, segmentation, event instrumentation & telemetry design, platform administration (Heap, Pendo), and executive dashboards (Tableau).

Data & AI: SQL, Python, Snowflake, AI-assisted research workflows, agentic AI tooling (MCP integrations, workflow orchestration), natural language processing (NLP), AI evaluation frameworks, and responsible AI guidelines.

EXPERIENCE

Senior UX Researcher, Auth0 (acq. Okta) — 01/2023 – present, Remote

- Drove product and customer insights across the user journey, pairing qualitative research with behavioral analytics to surface high-value segments and friction points; shaping onboarding experiments that **lifted activation 16%**.
- Founded the "AI in UXR" community of practice, upskilling researchers through agent-building workshops, model comparisons, and promoted AI adoption across the team; contributed to "How to AI UXR" (**The ResearchOps Review**, 2026), alongside industry peers.
- Established Customer Effort Score as the org's **north-star experience metric** across **15+ product areas**, backed by its telemetry strategy (Heap & Pendo event schemas, funnels, instrumentation). CES became a standing input in C-level and product-org reviews and drove funding of a **dedicated search team** to fix long-known friction.
- Built **UXRA**, an AI-powered research agent automating planning, synthesis, open-text coding, and synthetic-panel review; adopted by the full research team and used by designers, PMs, and product leaders, cutting analysis-to-report cycles from **weeks to hours**.
- Recognition: Developer Delight Spotlight at all hands, company-wide hackathon judge, and 100+ peer recognitions across CES, analytics, AI enablement, and research leadership.

Research Assistant & Entrepreneurship Advisor, Conrad School of Entrepreneurship — 02/2018 – 06/2023, Waterloo, ON

- **Research Assistant**: ran data analysis and natural language processing across large datasets and supported curriculum development across AI & entrepreneurship topics.
- **Entrepreneurship Advisor**: mentored **20 founders** and led workshops on venture creation, customer discovery, and data-driven decision-making.

Lead UX Researcher, Simha Labs — 09/2018 – 12/2021, Waterloo, ON

- Advised 15+ startups and enterprise teams on product strategy and experience improvements using mixed-method research combining user empathy, analytics, and business thinking.

Founder, Guide Analytics Inc. — 06/2018 – 12/2021, Waterloo, ON

- Founded and led a team of 6+ building a zero-to-one AI product that scores how reliable online reviewers are (**~80% accurate**); grew to **~10 paying SMB customers**.

Data Analyst, Ontario Ministry of Education — 01/2015 – 08/2015, Toronto, ON

- Extracted, analyzed, and presented data from a multi-dimensional database (Essbase) and investigated issues involving funding for school boards across Ontario.

EDUCATION

Master of Business, Entrepreneurship & Technology, MBET, University of Waterloo — 10/2018
Average: 86.4

Honours, Bachelor of Science & Business, BSc, University of Waterloo — 06/2017