

Aishwarya Satish Kolapkar

Qualitative Market Researcher

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Qualitative Market Researcher & Moderator with over 6 years of experience, including 5 years as a successful freelance consultant. I possess a deep understanding of qualitative research methodologies, with a proven track record of translating complex data into actionable business strategies. My expertise lies in managing the entire research lifecycle—from designing bespoke studies and moderating discussions to delivering comprehensive reports that empower clients to make informed, data-driven decisions. Worked with 4/5 Big tech companies for UX research.

Experience

01/2021 – Current

Qualitative Market Researcher, *The MindMarket, FieldWorkHub, Cardinality AI, Kantar, 361 Degrees Market Research, NEPA India*

- **Managed and executed** end-to-end market research projects for a diverse portfolio of clients across multiple sectors, ensuring all deliverables were aligned with strategic business objectives.
- **Conducted over 500+ in-depth interviews (IDIs) and Focused Group Discussions (FGDs)**, expertly moderating conversations to gather rich, nuanced insights through both offline and online methods.
- **Led the design and implementation** of specialized studies, including **Ad testing, Attitude & Usage (A&U) studies, and UX research**, to help clients optimize product and marketing strategies.
- **Analyzed and interpreted** complex qualitative and quantitative data to identify key consumer trends, pain points, and opportunities, presenting findings through dynamic reports and presentations.
- **Provided strategic recommendations** that directly influenced product development, marketing campaigns, and brand positioning for clients.

01/2020 – 01/2021

Market research executive (Project management), *361 Degrees Market Research*

- **Directed and overseen** the entire research lifecycle for multiple client projects, ensuring seamless execution from initial client briefing and proposal development through to final strategic recommendation delivery.
- **Served as the Single Point of Contact (SPOC)** for all communication and project updates across **multiple key studies**, successfully managing client expectations and ensuring alignment with deliverables.
- **Established and enforced rigorous qualification standards** for participant screening, ensuring exceptional data integrity and project accuracy that reliably met research objectives.
- **Collaborated effectively with internal teams and external stakeholders** (marketing, product development) to integrate research findings into actionable business strategies.
- **Transformed complex quantitative and qualitative data** into clear, executive-ready insights by synthesizing findings and developing compelling, visually dynamic presentations.

Education:

2018 – 2020

Mumbai

Master of Business Administration, Marketing, *LLIM, Mumbai, Maharashtra India*

- A constant SGPA of 8+ pointer in all semesters
- Final semester thesis in Mystery Shopping(High end real estate)

2014 – 2018

Nashik, Maharashtra

Bachelor of engineering in Information Technology, *KKWIEER, India*

- Completed with first class

📁 Projects

Social Media Group Management Deep Dive

Conducted in-depth interviews with large social media group administrators to understand user workflows, platform usability, and criteria for content moderation and gatekeeping within the app's group features.

Generative-AI Interaction Study(Children)

Employed a qualitative approach (Online Diary study) to map the user journey and interaction patterns of children using generative AI tools, focusing on their prompt design and conversational behaviors.

Indian UPI Payment Landscape Analysis

Performed a market-level qualitative analysis to identify key user needs, trust factors, and usability barriers across different UPI platforms, informing future product design and competitive benchmarking.

Social Media Creator Content Strategy

Conducted contextual inquiry and semi-structured interviews with content creators to decode their content strategy frameworks, use of metadata (hashtags, captions), and platform settings for optimizing audience engagement and content visibility.

Online Advertiser Platform Feature Prioritization

Explored daily operational pain points, platform-specific value propositions, and feature priorities of online advertisers through semi-structured interviews to inform product strategy and desired return on ad spend (ROAS) metrics and to understand policy level pain points of different platforms.

Cross-Device Browser UX and Privacy Needs Exploration

Utilized exploratory qualitative methods to uncover user mental models of privacy, map the ideal information architecture for new browser tools, and determine optimal UI placement and cross-device accessibility requirements.

Advertiser Survey Cognitive Load Testing

Conducted cognitive interviews with the target professional advertiser audience to assess the usability and validity of a survey instrument, specifically measuring cognitive load and clarifying ambiguous terminology.

Defining the "Premium Browser" User Experience (UX)

A qualitative research project utilizing in-depth interviews and concept co-creation to define users' aspirational needs and expectations regarding superior performance, advanced privacy/security features, and overall delightful user experience for a "premium" web browser.

Moderator Co-Pilot

To solve the cognitive overload researchers face during live sessions, I developed *Moderator Copilot*, a proprietary tool that automates session pacing, parses discussion guides, and facilitates in-app summarizing. <https://aishwarya-kolapkar.github.io/moderator-copilot/> ↗

🧠 Industry & Research Expertise

Media & Technology:

OTT platforms, Software (B2B & Consumer), E-commerce, Advertising, UX & Product Concept Testing, AI Interface Testing.

Real Estate

High-end property purchase, consumer pain points, and target group (TG) identification.

Figma

Social listening- Meltwater

Slack

Consumer & Retail

Baby Care, Personal Care, Cosmetics, Consumer Packaged Goods (CPG).

Specialised Research

B2B Research, Children's Research, Competitive Analysis, CX Research, Employee Research, Ideation, Message Testing, Pricing Research.

MIRO Board

Trello

Gen AI & AI agents- ChatGPT, Claude, Gemini, Make.com, Meta AI

🌐 Languages

English

Marathi

Hindi

German
A2