



# Rinaldo Lobo

SENIOR USER RESEARCHER

## Details

India  
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[rinaldolobo20@gmail.com](mailto:rinaldolobo20@gmail.com)

## Portfolio

[rinaldolobo.com](http://rinaldolobo.com)

## Skills

Qualitative & Quantitative  
Research

User Interviews

Project Management

Research & Product strategy

Contextual Inquiry

Usability Testing

Figma

## Professional Summary

I am a senior UX strategist with a project management bent. I have 5+ years of user research experience in Fintech with a focus on emerging economies. I use compelling research narratives and data-driven insights to improve user experiences and business outcomes.

## Employment History

### Senior User Researcher, Branch International, Mumbai

2021 – PRESENT

- **Product Redesign Leadership:** Orchestrated the redesign of KYC and Lending products, conducting persuasive user research that led to a successful product overhaul.
- **Market Expansion Research:** Led research efforts to launch a new investment product in India, ensuring data-driven decision-making and market alignment.
- **Enhanced Customer On-boarding:** Optimized on-boarding procedures through research-driven improvements, resulting in an improved user experience and higher customer satisfaction.

### User Researcher, Branch International, Mumbai

2020 – 2021

- **Persona Development Leadership:** Guided the creation of user personas, shaping product development strategies to align with user expectations.
- **Innovation and Growth:** Drove innovation and growth by researching and launching a successful lending product, Salary loans.
- **Increased Revenue:** Utilized data analysis expertise to identify improvement opportunities in our collections process, leading to the introduction of late fees and a revenue boost.

### Product Operations Specialist, Branch International, Mumbai

2019 – 2020

- **Process Improvements:** Identified and addressed bottlenecks, implementing efficiency-boosting changes that enhanced user satisfaction across lending and credit score products.
- **Cross-Functional Collaboration:** Worked closely with diverse teams including design, engineering, marketing, and customer support to ensure a seamless and successful product development journey.

### Product Specialist, Truecaller, Mumbai

SEPTEMBER 2018 – SEPTEMBER 2019

- **Payment & Wallet Management:** Managed payments and wallet products, collaborating daily with Product Managers.
- **User-Centric Process Improvement:** Conducted daily guerrilla user interviews to enhance processes and product performance.

## Education

### Human-Computer Interaction, Interaction Design Foundation

FEBRUARY 2021

### Bachelor of Management Studies, University of Mumbai

JUNE 2015