



BHUVAN SARUPURI, PH.D.

Senior UX Researcher | Customer Insights & AI Strategy

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[LinkedIn Profile](#) | [Portfolio](#) | Swiss Work B Permit | D.O.B: 24 July 1991

PROFESSIONAL SUMMARY

- Product-minded researcher and strategist with 3+ years of experience translating Customer insights into successful product and business outcomes across a global B2B organization with a overall 8+ years of experience in research.
- Proven track record supporting and 15% revenue growth with AI product vision through end-to-end customer research, benchmarking, and experience improvements.
- Expertise in product strategy development, journey mapping, survey design, cross-functional stakeholder management, balancing user needs with business objectives, and enabling product teams with actionable insights.

CORE COMPETENCIES

Product Strategy: Product Strategy Development | CX Strategy | KPI & Target Setting | Journey Mapping
Benchmarking | Survey Design

Cross-Functional Leadership: Stakeholder Management | Global & Cross-Functional Program Management |
Executive Communication

Data & Analytics: A/B Testing | NPS & KPI Development | Data Analysis & Insight Translation | Behavioral Analytics |
Insights Dashboarding

AI & Technical: AI Product Development | Feedback Mechanisms | User need Identification | CRM (HubSpot,
Microsoft Dynamics)

User Research: Usability Testing | User Interviews | Journey Mapping | Team Training & Development | Competitive
Analysis

PROFESSIONAL EXPERIENCE

Senior UX Researcher, AI & Conversational Interfaces | TOPdesk, Hungary

Jan 2025 - Present

- Partnered with product managers and engineers to define and own the CX research roadmap, translating customer insights into actionable improvements for AI features projected to increase revenue by 15%.
- Developed data dashboards for customer maturity, segmentation, ideal customer profile, relationship health, and competitive positioning, disseminating insights to sales, marketing, and customer-facing teams to enable data-driven strategic planning and account-level decision-making.
- Assessed AI readiness of customers to inform the long-term product vision, delivering tailored strategic appraisals to senior stakeholders (General Managers, Heads of Sales, Product Leaders) and embedding insights into strategic planning at regional and global levels.
- Built Research Buddy, an internal insights platform connected to six key data sources, ensuring research and product usage insights are accessible and actionable across the organization, championing a data-driven culture by enabling product, engineering, and commercial teams to self-serve both qualitative and quantitative insights on demand.

Senior UX Researcher | TOPdesk, Hungary

Feb 2023 - Jan 2025

- Analyzed behavioral and survey data from 150,000+ monthly active users across multiple markets to inform CX strategy and development, directly shaping roadmap and guiding successful launch of 15+ new features and enhancements.

- Led end-to-end redesign of Knowledge Management product, identifying friction areas, benchmarking against competitors, and introducing 15+ improvements based on customer insights, driving 40% increase in CSAT scores.
- Designed and managed a comprehensive experimentation framework, including survey design, usability testing, A/B experiments, and KPI tracking, to validate product hypotheses and optimize for adoption and retention.
- Led cross-functional workshops and co-creation sessions with engineering, design, sales, and commercial teams, disseminating customer insights and establishing a customer-centric, data-driven culture across the organization.

Postdoctoral HCI Researcher | INRIA/University of Rennes2, France

Sep 2020 - May 2022

- Led VR research and development for EU-funded SCHEDAR project, serving as subject matter expert for novel VR dance training system from concept through user testing.
- Designed and conducted mixed-methods research including large-scale survey instruments (n=300 and n=120) and experimental evaluations (n=30), applying statistical analysis to inform product strategy.

Doctoral HCI Researcher & Product Developer | HITLabNZ, New Zealand

Jul 2016 - Aug 2020

- Owned product development for NATICK-funded VR project, developing and iterating novel locomotion technique 'Trigger Walking' from ideation through validation.
- Designed and conducted eight experiments to evaluate product usability, efficiency, and comfort, using data to drive product improvements and publishing six papers.

EDUCATION

Ph.D. Human Interface Technology | University of Canterbury, New Zealand | 2016-2020

M.S. Human Interface Technology | University of Canterbury, New Zealand | 2015-2016

MTech. Machine Intelligence | DAIICT, India | 2012-2014

B.Tech. Electronics and Communication Engineering | Acharya Nagarjuna University, India | 2008-2012

CERTIFICATIONS

- World-class Product Sense in Practice (Maven, 2026)
- AI Evals for Engineers and PMs (Maven, 2025)
- Strategic Management: Business Strategy from Wharton - Competitive Advantage (2025)
- Strategic Management: Introduction to Connected Strategy (Wharton, 2025)

TECHNICAL SKILLS

Product Tools: Figma | Miro | Typeform | Useberry | Qualtrics | Condens | HubSpot | Microsoft Dynamics | Lovable | Julius AI

Analytics & Data: SPSS | Elastic | Qlik | R | Matlab | Python | SQL

Languages: English (Professional fluency) | Telugu (Native) | German (Beginner) | French (Beginner)