

CHARAN TADEPALLY

Senior UX Researcher – Microsoft India Pvt. Ltd.



Work experience

ServiceNow Software Development India Pvt. Ltd. – Senior Staff UX Researcher – AI Control Tower & AI Admin Center

April 2026 – Present

Lead UX research to understand how organizations define, measure, and demonstrate the value of AI. Identify the right metrics and approaches to help customers capture and communicate the value of their AI investments.

Microsoft India Pvt. Ltd. – Research Lead – Power Pages & Power Apps Mobile – India

2022 – 2026

In charge of setting up the research function in IDC (India Development Center) for Power Pages – a low-code/no-code website builder & Power Apps Mobile

Role: UX Research Lead [I set up the function in IDC, working along with PMs, Engineers and Designers]

Flipkart – Senior Manager | Associate Director, Consumer Insights – INDIA

2020 – 2022

Consumer insights custodian for Furniture, Home, Mobile, Large Appliances, Electronics, Book & General Merchandise business units

Role: Cross-functional [Quantitative + Qualitative + UXR]

Nielsen – Associate Director, Qualitative – INDIA

2018 – 2020

Head of Qualitative function for South India. In-charge of generating new business and revenue streams for the organization. Set-up, mentored and guided a team of 8 junior and senior qualitative researchers

Role: Qualitative + UXR [Research & Business leader]

Kantar – Consultant & Senior Consultant, Consumer Insights – UAE

2014–2018

Research custodian for Almarai, Coca Cola, Pepsico foods, Dubai Properties, Dubai Government, BIC International, Arla Foods and Danone. Regional Shopper expert & lead for Kantar MENA's Technologically Enabled Research (TER)

Role: Cross-functional [Qualitative + Quantitative + Kantar World Panel]

FCB Global – Account Manager, Strategic Brand Planning – INDIA

2012–2014

Brand and strategy partner for ITC Foods and Wipro Consumer Care. Strategized brand positioning and communication / campaign propositions for both ATL & BTL

Role: Cross-functional [Qualitative + Quantitative + Retail Measurement Services + Kantar World Panel]

Nielsen – Executive & Senior Executive, Qualitative – INDIA

2010–2012

Trained in moderation, research instrument design, analysis and report writing skills. Successfully led multiple accounts independently with end-to-end client servicing

Role: Qualitative



About me:

Born into a world of **stories and communities**, my journey into **research** began at the age of five—long before I even knew what "research" meant. As the son of a **social worker and rural sociologist**, I spent my early years traveling across **Andhra Pradesh**, immersing myself in **ethnographies**, listening to **gram panchayats**, and uncovering ways to **uplift India's hinterlands**.

Conversations came naturally to me.

Understanding people—**what they need, what drives them, and how they make decisions**—became second nature. As I grew, my fascination expanded to **brands and advertising**, where **consumer psychology meets storytelling**.



Education

ICFAI Business School – Hyderabad, MBA in Marketing

2008–2010

College of Management Studies – GITAM, BBM, Marketing

2005–2008

Awards & Honours:

1. Winner of Microsoft Hackathon – Prompts to Permissions
2. Selected twice to present at the prestigious Microsoft UXR days
3. Awarded Flipkart's impact award for Mobile Consumer + Platform segmentation
4. Awarded – Nielsen's CI Star Performer for Exceptional Performance & Nielsen's Simply Excellent Gold & Silver Award
5. Nielsen's Global Shared Success Program – Silver Award
6. Nielsen's Best Qualitative Researcher –
7. Kantar Delight Star Award – Best Qualitative Researcher,
8. Kantar Star Award – Most Promising Researcher & Excellent Overall Performer
9. Highly Commended NeedScope Qualitative Project
10. Kantar's Global Signature Achiever

Leadership & Team Development

Inclusive, participative style inspired by early ethnographic roots; foster collaboration, open dialogue, and continuous feedback.

Nielsen (2018–20): Scaled qualitative team from 3 → 10, ran interactive training (recruitment puzzles, film analysis), mentored talent now in leadership roles at Meta, Amazon, IBM, and more.

Flipkart (2020–22): Led 3-member insights team; introduced reflective learning and proactive market scans, embedding strategic foresight and continuous improvement.

Microsoft (2022–Present): Guided researchers cross-disciplinarily; introduced psychology-driven frameworks (Maslow's, AIDA, TAM) to deepen product insights.

Consistent philosophy: Grow together. Empower individuals, nurture talent, and align teams on shared goals through feedback tools like the "Start–Stop–Continue" framework.

Languages

1. Telugu (Native)
2. English (Fluent)
3. Hindi (Fluent)

Contact

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Comprehensive research portfolio at Microsoft



AI & Human-AI interaction research

- **AI in pro-developer workflows (2023):** Foundational research on AI integration in pro-developer workflows.
- **AI trend mapping (2023 vs. 2025):** Longitudinal research on shifting expectations from AI tools among makers.
- **AI assistants & browsers:** Investigated browser-chatbot interactions and how AI assistants can enhance user experience.
- **Maslow's hierarchy & AI evolution:** Explored human-AI interaction evolution using Maslow's hierarchy model.
- **Anthropomorphism research:** Identified key conversational elements for AI assistants to build trust and engagement.
- **Exploring AI agentic scenarios:** Mapped workflows and pain points, identifying opportunities for AI Agents.
- **Unlocking AI in security management:** Researched AI's role in proactive security management.



Webvolution – Reimagining AI-powered websites

- **AI-powered future of websites:** Led research on transforming websites into intelligent, responsive entities through AI.



Product adoption & feature awareness research

- **Diagnosing Power Pages adoption blockers:** Analyzed adoption blockers, user onboarding, feature engagement, and unmet needs.
- **Optimizing feature announcements:** Studied effective communication of product updates.
- **Psychological perspective on tech inertia:** Applied COM-B model to understand and overcome resistance to new technologies.



Security & workflow research

- **Building a security mindset in No-Code/Low-Code makers:** Investigated security awareness among makers.
- **Pro-Code to Low-Code experience research:** Explored ways to make pro-code workflows more low-code friendly.
- **ALM (Application Lifecycle Management) research:** Studied site creation timelines, workflow bottlenecks, and optimization strategies.

Beyond Research: Enriching Teams & Building Community

- **Founder of ResearCharan** (a knowledge sharing initiative) – Led **monthly learning sessions** for PMs, EMs, and Designers, simplifying **research methodologies, recruitment, and moderation** to empower stakeholder-driven insights.
- **Built the UXR Chaat Room** – Created an internal **UXR community forum** at Microsoft India, fostering **collaboration, cross-team learning, and knowledge sharing**.
- **Innovative Research Recruitment** – Designed **fortune cookie QR code campaigns** at **Build and PPCC**, driving organic recruitment for our **User Interviews research panel**.
- **Championing User-Centricity** – **Facilitate planning and sprint sessions**, ensuring **user insights drive decision-making** across teams.