Head DDIT EXP Research & Insights(UX/UI - Design)

Job ID
REQ-10063543

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India

The Head DDIT EXP Research & Insights is a leader responsible for developing and managing a comprehensive strategy for gathering, analyzing, and implementing insights related to user experience, performance, and employee satisfaction. This role focuses on driving data-driven decision-making to optimize tools and services, identify pain points, inform priorities, and establish robust measurement frameworks to guide long-term success.

The successful candidate will lead a multidisciplinary team to ensure research rigor, actionable insights, and measurable improvements are integrated into the organization's design and strategy.

About the Role

Major Accountabilities

- **Research & Analysis Leadership**: Oversee the collection of qualitative and quantitative data

through surveys, user interviews, usability testing, and employee feedback loops; build holistic approaches to understanding needs and opportunities.

- **Metrics & Reporting**: Analyze platforms and application data (e.g., usage rates, satisfaction scores) to uncover trends, actionable insights, and opportunities for improvement.
- **Measurement Frameworks**: Design and maintain measurement frameworks to assess and track progress across all DDIT tools and services.
- **Strategic Contributions**: Provide data-driven recommendations that shape design, development, and strategy priorities.
- **Collaboration**: Partner closely with design, strategy, and technology teams to ensure research findings are integrated into all operational and development workflows.
- **Team Leadership**: Lead a cross-functional team composed of specialists in data analysis, design research, metrics, Voice of the Customer (VoC), accessibility, and usability testing, fostering a culture of collaboration and growth, inside the team, the function, DDIT and beyond.
- **Team Composition**: Direct leadership and mentoring of Subject Matter Experts across the following roles:

  - Data Analysts
  - UX Researchers /Design Researchers
  - Metrics Specialists
  - Voice of the Customer Analysts
  - Accessibility Specialists
  - Usability Testers

- **Cross-functional Interaction**: Collaborate with leaders across design, development, and strategy to ensure alignment.
- **Scope**: Organization-wide impact on tools, applications, and services within DDIT operations to improve user experience & adoption and measurable outcomes.

Minimum Requirements

- Bachelor's or master's degree in a relevant field, such as Data Analytics, UX Design, Human-Computer Interaction, or Business Strategy.
- Advanced certifications in data analytics, design research, or strategy development preferred.

Competencies & Skills

- **Leadership**: Proven ability to inspire, develop, and manage high-caliber teams in multidisciplinary fields. Fosters Talent Development by empowering team members, building capabilities, and creating a collaborative culture driven by curiosity and excellence. Utilizes an Agile Mindset to lead teams in adapting to dynamic priorities and shifting organizational demands.
- **Strategic Thinking**: Strong capability in anticipating organizational needs, synthesizing data, and delivering actionable strategies. Demonstrates expertise in Digital Transformation by applying innovative technologies and methodologies to modernize research and insights practices. Skilled in IT Portfolio Management, ensuring alignment between organizational priorities and research investments.
- **Data Proficiency**: Advanced skills in Data Analysis, visualization, and interpretation, providing clear recommendations for stakeholders. Excels at effectively utilizing Data Visualization tools and techniques to deliver actionable insights that guide decision-making across teams. Integrates Service Delivery principles to ensure insights processes are efficient, scalable, and

impactful.

- **Communication**: Exemplary communication skills, including the ability to simplify complex insights for diverse audiences. Combines strong Interpersonal Savvy and Organizational Savvy to navigate matrix structures, build trust, and drive clear and effective communication between teams and stakeholders.
- **Influence**: Strong interpersonal abilities to maintain stakeholder confidence, drive consensus, and ensure insights are incorporated into workflows. Demonstrates advanced Stakeholder Management skills to align priorities across departments while advocating for data-driven actions that propel organizational success.
- **Adaptability**: Ability to lead and adjust strategies in dynamic, fast-paced environments. Combines Operational Excellence and an Agile Mindset to implement processes that balance responsiveness to emerging challenges with scalability and sustainability.
- **Innovation**: Proactive approach to applying new methods, tools, and frameworks to elevate research and insights practices. Leverages Project Excellence methodologies to structure and deliver insights initiatives that meet stakeholder needs while encouraging experimentation and continuous improvement.

Why consider Novartis?

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Operations

Business Unit
Universal Hierarchy Node

India

Hyderabad (Office)

Company / Legal Entity
IN10 (FCRS = INO10) Novartis Healthcare Private Limited

Alternative Location 1
Barcelona Gran Vía, Spain

Functional Area
Technology Transformation

Job Type
Full time

Employment Type
Regular

Shift Work
No

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