Dr. Ruchira Suresh

Senior Research Consultant - Consumer Research & AI Automation

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PROFILE

Behavioural researcher with a doctorate in psychology and over three years of industry experience in consumer insights. Delivered two large-scale meta-analytical benchmarking programmes for a global client, spanning 47 studies across cross-retailer insights and share-of-sales measurement, including SQL database design in collaboration with a technical team. Specialising in advanced quantitative research integrating eye tracking data analysis, implicit measurement, and survey methods. Currently bridging traditional research methods and AI-powered automation, building n8n workflows to replace manual analysis processes. Comfortable leading projects end to end, working directly with clients, and building the tools that make insight generation faster.

EXPERIENCE

Senior Research Consultant
Dec 2025 to Present

eye square, Berlin

• Lead end-to-end consumer research projects ranging from 4-week studies to 6-month engagements for leading brands • Deliver meta-analytical benchmarking across 47 studies for a global client, collaborating with the tech team on SQL database infrastructure • Design and oversee advanced quantitative research integrating eye tracking data analysis and implicit measurement • Translate complex behavioural data into actionable recommendations that drive commercial outcomes • Build automated n8n workflows to modernise analysis processes

Research Consultant
Oct 2023 to Dec 2025

eye square, Berlin

• Managed workstreams across quantitative research projects including survey design, data collection, and validation • Analysed behavioural data to identify trends and generate actionable insights • Produced client-facing reports and presentations ensuring clarity and commercial relevance

Associate Consultant
Jan 2023 to Sep 2023

eye square, Berlin

• Supported quantitative research projects including survey setup, data preparation, and fieldwork coordination • Conducted data cleaning, coding, and analysis for behavioural studies • Contributed to client reports and baseline insight summaries

Doctoral Researcher
Oct 2015 to Mar 2021

University of Konstanz, Germany

Investigated how people perceive sequential percentage changes and its impact on financial decision making, using experimental designs, online surveys, and quantitative analysis in R (t-tests, ANOVA, linear regression).

EDUCATION

Dr. rer. nat., Psychology & Behavioural Decision Making
2015 to 2021

University of Konstanz, Germany - Magna cum laude

M.Sc, Neuropsychology
2013 to 2014

Maastricht University - Merit

Postgraduate Diploma, Counselling Psychology
2012 to 2013

MLCU, Bengaluru - First Class

B.A. (Hons), Psychology
2009 to 2012

Christ University, Bangalore - First Class

SKILLS

Research Methods	Eye tracking data analysis, implicit measurement, survey design, SPSS, experimental design, quantitative analysis
Automation & AI	Research workflow automation, AI-assisted analysis, API integration, n8n, prompt engineering
Ecommerce & Retail Research	Simulated retail environments, ecommerce behaviour research, shopper decision making, shopper insights
Analysis & Reporting	Tivian, Python, R, Excel, PowerPoint, automated pipelines

CERTIFICATIONS

Generative AI for Project Managers - SkillUp (2025)

Generative AI: Prompt Engineering Basics - IBM (2025)

Generative AI: Introduction & Applications - IBM (2025)

Market Research Foundations - LinkedIn (2022)

Foundations of Project Management - Google (2022)

Introduction to SQL - DataCamp (2022)

Tableau Training for Data Science - Udemy (2022)

Fundamentals of Digital Marketing - Google (2022)