

# Ambika Gopalan

## EXPERIENCE

### Mia — Founder

2021 - 2023

Founded a health behavior change company to get older women to exercise. Conducted market, user and clinical analyses to derive product requirements. Defined KPIs to quantitatively measure product efficacy compared to control condition. Tested early concepts in longitudinal study over 2 weeks resulting in a 70% retention rate WoW.

Presented a [talk](#) at the 2023 Quantitative UX Conference. Published 2 research papers: Gopalan, A. (2023). <https://psyarxiv.com/f8wbp/>; Gopalan, A. (2023). <https://psyarxiv.com/5huad>

Ended pursuits due to tough fundraising climate.

### Pear Therapeutics — Sr. Product Manager and Researcher

2019 - 2021

Led product development for pre-FDA and FDA approved apps (software as a medical device). Worked cross functionally (with eng, UX, clinical, regulatory teams) to align business objectives with product and clinical KPIs. Conducted quantitative and qualitative product research to inform decision making. Co-authored regulatory SOP (standard operating procedure) to ensure product research was credited by the FDA.

### Verily Life Sciences — Product Researcher (UX)

2018 - 2019

Conducted qualitative and quantitative product research for Project Baseline (digital clinical trials) and Verb Surgical (robotic surgery). Drove cross functional decision making through research insights and product analytics.

### Healthloop — Product Manager

2016 - 2017

Led the development of remote monitoring tools for clinicians and patients after surgery. Created and prioritized roadmaps based on business impact. Worked cross functionally with UX, Eng and customer support to create product requirements. Measured impact of product changes through KPIs like patient engagement WoW and readmission rates post surgery QoQ.

### Gilead Life Sciences — Software Engineer

2015 - 2016

Built internal tools for running clinical trials.

## EDUCATION

### Columbia University

#### Masters in Data Science

2021-2022

Coursework in Applied Machine Learning & Natural Language Processing. Favorite classes were in Bayesian Statistics, where we used Stan to build prediction & inference models.

### UC San Diego

#### Bachelors in Computer Science

#### Minor in Cognitive Science

2010 - 2015

Coursework in C.S. & programming fundamentals (operating systems, compilers, data structures).

## SKILLS

### Languages

- Python
- SQL
- Stan
- R

### Tools

- Data visualization
- Git
- Markdown
- Survey Platforms (Qualtrics)
- HTML