

Ambika Gopalan

ambikagopalan.com

EXPERIENCE

Mia — Founder & Data Scientist

2022 - 2023

Founded a company to get women in menopause to lift weights. Ended pursuits due to tough VC fundraising climate.

- Built prototypes & tested on real users (achieved 60+% engagement rate over a 2 week period)
- Created linear regression models in R & Stan to simulate AB tests over various population segments
- Conducted NLP analysis of competitor apps using Google Play Store reviews
- 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>

Pear Therapeutics — Senior User Experience Researcher

2019 - 2021

Led product research for 4 cognitive behavioral therapy apps (substance use disorder, insomnia, schizophrenia, chronic migraines). Created and implemented a company-wide user research process to ensure quality research across teams.

Verily Life Sciences — User Experience Researcher

2018 - 2019

Conducted qualitative and quantitative product research for Project Baseline (digital clinical trials) and Verb Surgical (robotic surgery).

Healthloop — Product Manager

2016 - 2017

Led the development of remote monitoring tools for clinicians and patients after surgery.

Gilead Life Sciences — Software Engineer

2015 - 2016

Built internal tools for running clinical trials.

EDUCATION

Columbia University

M.A. Quantitative Methods in the Social Sciences

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

B.S. in Computer Science, Minor in Cognitive Science

2010 - 2015

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

SKILLS

Languages

- R (tidyverse)
- Stan
- SQL
- Python (Pandas, NumPy, SciPy, Scikit-Learn)

Tools

- Data visualization (ggplot2)
- Git
- Markdown
- Survey Platforms (Qualtrics)
- HTML (familiar)

WRITINGS

I publish behavioral & data science projects on my substack, [Design better](#).