

Sara Khatri

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I am a curious problem-solver on a mission to discover what users see, feel, and experience and to share that knowledge in a way that is easily understandable and results in delightful products that improve users' lives.

WORK EXPERIENCE

User Experience Researcher, Remote & Onsite

Owens Corning | 2018-Present

- Created & executed over 40 formative/evaluative/generative UX research plans aimed at improving the UX of Owens Corning's desktop and mobile products (websites, microsites, portals, etc.)
- Gathered, analyzed, organized, and presented quantitative/qualitative data as a narrative to invoke empathy for the user
- Utilized mixed research methods (qualitative/quantitative) such as observations, interviews, and surveys to gather user feedback and sentiment in order to improve the product and inform future product strategy
- Conducted information architecture testing in order to effectively organize website information
- Converted research insights into actionable recommendations including wireframes and prototypes
- Increased website visits by 131% through UX contributions from research recommendations
- Achieved a 268% increase in insulation conversions through the implementation of research recommendations
- Maintained 99th percentile SUS score and increased percentile gap between competitors through competitive assessment
- Delivered quality work in two-week sprints as part of a continuous delivery team within an agile framework
- Collaborated with a multidisciplinary team of designers, researchers, engineers, and product managers
- Communicated learnings from user research internally/externally to effectively advocate for user needs

UX Research & Design, Remote

Parabol | 2017-2018

- Spearheaded user research activities on a SaaS product in a fast-paced startup
- Conducted generative and evaluative research studies such as one-on-one interviews for churn analysis, moderated usability testing to test designs, open-ended & quantitative surveys, and A/B testing

User Experience Consultant, Remote & Onsite

Sara Khatri Designs | 2015-Present

- Client: Intelligent Design Lab
 - Led and managed the website design through the use of sitemaps and user flows to convey research insights
 - Translated research insights into the design of an e-commerce pharmacy app
- Client: Hello Hearing
 - Initiated the research to create a mobile app for a company that supplies hearing aids
 - Converted research insights into user personas, interaction map, and functional prototypes
- Client: Elephant Design
 - Created user-friendly websites based on research and employing various UX artifacts to invoke user empathy

EDUCATION

MicroMasters UX Research & Design | University of Michigan

B.A. Economics | University of Michigan