Sara Khatri

USER EXPERIENCE RESEARCHER

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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 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

Product Design Intern, Remote
Parabol | 2017

- Initiated user research activities including experiment design, user testing, survey design, churn analysis, and A/B testing on a SaaS product in a fast-paced startup

User Experience Consultant, Remote & Onsite
Sara Khatri Designs | 2016-Present

- Launched and conducted various UX projects by translating insights into UX artifacts such as sitemaps, user flows, interaction maps, journey maps, wireframes, mockups, and functional prototypes

EDUCATION

MicroMasters UX Research & Design | University of Michigan
B.A. Economics | University of Michigan