

# Sara Khatri

USER EXPERIENCE RESEARCHER & DESIGNER

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I am a curious problem-solver who cares deeply about designing products that positively impact people's lives.

## WORK EXPERIENCE

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### User Experience Researcher

*Owens Corning* | 2018-2020

- Created & executed over 50 UX research plans aimed at evaluating and improving UX of desktop & mobile products (information architecture validation, usability testing, user requirements gathering, and other forms of user research)
- 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 99<sup>th</sup> 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

*Parabol* | 2017

- Contributed to various stages of the product life cycle of the company's SaaS product in a fast-paced setting
- Demonstrated competence in an intensive product strategy planning retreat through design sprints
- Initiated user research activities including experiment design, user testing, survey design, churn analysis, and A/B testing

### User Experience Consultant

*Sara Khatri Designs* | 2016-Present

- Launched and conducted various projects ranging from user research to website design/development (HTML/CSS) and software UX/UI design (web/iOS/Android)
- Translated insights into UX artifacts such as sitemaps, user flows, interaction maps, journey maps, wireframes, mockups, and functional prototypes

## EDUCATION

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**MicroMasters UX Research & Design** | University of Michigan

**UX/UI Design Apprenticeship** | Bloc, Inc.

**B.A. Economics** | University of Michigan