

SUNIL SUCKOO

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Education

2016	Amherst College (3.74 GPA) Anthropology Magna Cum Laude Honors	2015	Danish Institute for Study Abroad Gender Studies
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Employment

Contact Design, Inc. **Seattle, WA**
User Researcher **Jan 2017 to Present**

- Vet 1,000+ research participants (job verification/criminal background checks).
- Schedule and conduct 10+ field studies (home visits, sightseeing, etc.) per week that centered on everyday activities.
- Prepare and debrief participants (families, children, etc.) in accordance with the legal, client, and GfK guidelines provided.

Wunderman **Seattle, WA**
Planning/Strategy Intern **Oct 2016 to Dec 2016**

- Introduced UX and other formal research methods to Planning/Strategy team.
- Planned ongoing mixed-method research projects on Microsoft and T-Mobile users.
- Collaborated with cross-functional teams (creatives, copywriters, etc.) to create multi-channel advertisements.

Amherst College **Department of Student Life**
Resident Counselor (RC) **Aug 2014 to May 2016**

- Planned 20+ events with nearly perfect attendance (20-25 students) using survey and ethnographic data.
- Co-founded the RC Council, which successfully advocated a +30% salary and +150% yearly budget.

University of Chicago **Chicago, IL**
Mellon Initiative Research Fellow **Jun 2014 to Aug 2014**

- Conducted qualitative research (ethnography, field studies, interviews, card sorting) on diversity in higher education.
- Presented at Leadership Alliance National Symposium (350+ undergraduates, 50 grad students, 25 scholars) and UChicago Research Symposium (20+ scholars).
- Proposed 10 new paid diversity center staff positions to Amherst College.

Projects

Product Evangelism (GiveSafe) **Feb 2017 to Present**

- Recruit 40+ users for GiveSafe, a nonprofit enabling users to donate directly to homeless individuals via credit/debit card.

Millennial Cyborgs (Senior Thesis) **Aug 2015 to May 2016**

- Wrote 110-page thesis on American millennials' technology use, based on 5+ years of ethnography, field studies, diary studies, interviews, and 140+ survey responses.
- Presented to 50+ students, 20+ doctoral scholars, and 10+ business professionals at the Five College Anthropology Conference.

Summary

- User researcher with a focus on millennials.
- Record of implementing effective change.
- Interests: Random Acts of Kindness, Independent Films, Writing (Fantasy and Sci-Fi), and Flamin' Hot®.

Skills

Ethnography, Interviewing, Survey Design, Field Studies, Contextual Inquiry, Focus Groups, Usability Testing, Affinity Diagram, Presentation

Awards

Donald S. Pitkin Prize **2016**
Amherst College Anthropology-Sociology Department
\$400 to best Anthropology-Sociology thesis out of 12 honors theses.

Watson Fellowship Finalist **2016**
6% admission rate, 4 students selected on strength of research proposal, personal statement, and interview.

Gregory S. Call Fellow **2015**
Dean of Students
\$4,280 summer living stipend and full funding (\$1,500+) for B.A. thesis.

Wilfred D. Webb Award **2012**
Hazel Park High School
The valedictorian with the strongest commitment to community service.

Mathematics Award **2012**
Hazel Park High School
\$25 to most promising AP Calculus student out of 20 students.

Writing Award **2012**
Hazel Park High School
\$25 to AP English student with the best writing skills out of 25 students.