

# 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

## 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 Present**

- 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**  
Awarded \$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.