

# VANDANA KARAN

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## SUMMARY

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Tech Professional in New York City with 2.5 years of experience in technology R&D at Charles Schwab researching and developing innovative new concepts. As an Asian-American woman, I am well acquainted with products that have been under-researched for my demographic. For this reason, when I develop new concepts, I focus on understanding a user's needs as it pertains to their unique life situation. With this research approach, I have successfully pushed high-value concepts that address specific user needs. With a background in R&D, I would like to conduct more impactful user research, and pivot into mixed-methods UX research role.

## SKILLS

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**UX Methods:** Interviews, Affinity Mapping, Data Visualization, Data Analysis, Usability Testing, Linear Regression, Logistic Regression, Large-Sample Surveys, Small-Sample Surveys

**Languages:** python, R, SQL

**Libraries:** pandas, numpy, scipy, scikit-learn, ggplot2, seaborn

## WORK EXPERIENCE

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### **R&D Software Engineer – Emerging Tech, Data, & Analytics**

*Mar 2019 – Present*

Charles Schwab – Remote

- Conduct generative research on financial planning clients, to identify new opportunities.
- Implemented new ideation techniques to help R&D align innovative technology with user needs.
- Piloted multiple machine learning based automation proof-of-concepts for the firm.

## SELECTED PROJECTS

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### **Charitable Grant Automation**

*Jul 2020 – Sep 2020*

- Examined existing process for charitable giving at Schwab, and identified areas for automation
- Assessed and collected necessary data to build automation proof-of-concept using machine learning.

### **Contactless Experiences Innovation Lab**

*Sep 2020 – Nov 2020*

- Created 10 different concepts leveraging contactless technology using market research.
- Collected and analyzed quantitative data on current clients to guide persona development.
- Synthesized results from qualitative UX studies to select concepts with most value.

### **R&D Research Initiative**

*Apr 2021 – May 2021*

- Conducted interviews to examine and improve existing R&D processes for research and collaboration.
- Extracted and arranged relevant sentiments and ideas from interview responses into a cohesive story.
- Introduced and implemented new best practices per interview feedback.

### **Virtual Reality (VR) Enhanced Data Visualization Exploration**

*May 2021 – Present*

- Produce generative research on users, applications, and psychology behind VR data visualizations.
- Interview potential internal users to identify problems that can be addressed with Virtual Reality.
- Implement new methods for synthesizing R&D research to generate 12 different concepts.
- Prioritize concepts that could provide user with the most value, based off user research.

## EDUCATION

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### **M.S. Analytics, 2022 (Expected)**

Georgia Tech – Online

### **B.S. Computer Science/Finance, 2018**

Northeastern University – Boston, MA

Awards: Ronald Takaki Award for Community Engagement