

VANDANA KARAN

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Blog/Portfolio: <https://vkaran101.github.io>

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SUMMARY

Aspiring UX Researcher in New York City with 3 years of experience in technology R&D in Financial Services, 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. With this experience, I focus on understanding a user's need as it pertains to their unique life situation when developing new concepts. With a background in R&D, I would like to conduct more impactful user research, and pivot into a mixed-methods UX Research role.

SKILLS

UX Methods: User Interviews, Usability Testing, Small-Sample Surveys, Affinity Mapping, UX Benchmarking, Data Visualization, Data Analysis

Languages: python, R, SQL

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

CERTIFICATIONS

UX Certificate (Specialty in UX Research)

Completion: Apr 2022

Nielsen-Norman Group

WORK EXPERIENCE

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.
- Implement new ideation techniques to help R&D align innovative technology with user needs.
- Pilot machine learning based automation proof-of-concepts for the firm.

SELECTED PROJECTS

Virtual Reality (VR) Enhanced Data Visualization Exploration

May 2021 - Nov 2021

- Product 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.

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.

Contactless Experiences Innovation Lab

Sep 2020 – Nov 2020

- Created 10 different concepts leveraging contactless technology backed by 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.

EDUCATION

B.S. Computer Science/Finance

Sep 2014 - Dec 2018

Northeastern University - Boston, MA

Awards: Ronald Takaki Award for Community Engagement