



SANJANA PURKER

UX RESEARCHER

WHO AM I?

I am passionate about understanding the way people think, behave, and make decisions through generative and evaluative user research. With the combination of empathy, research, problem solving, and passion for human-centered design, I want to help make complex things feel a little less complex.

CORE SKILLS

Qualitative Research
Interviewing (usertesting.com)
Statistical Research in SPSS
Heuristic Evaluation
Diary Studies (DScout)
Survey Research (Qualtrics)
Interaction Design
Agile Product Development

WORK WITH ME

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ACADEMIC HISTORY

Georgetown University

M.A in Communication, Culture & Tech
Aug 2019 - Dec 2020 (GPA 4.0)

Qualitative Methods, Advanced Statistics,
Survey Research Methods, Tech4Development
TA for CCTP-505: Intro to Interdisciplinary Methods
Peer Reviewer, Gnovis Journal

London School of Economics

L.L.B in Laws
Sep 2013 - Jul 2016

Media Law, Intellectual Property Law, Contract
Law, Property Law, Criminal Law
LSE Inter-University Mock Trial Team
Winner of Oxford Inter-Varsity Moot



WORK EXPERIENCE

User Researcher (Summer)

Spotify, Boston (Listening Experiences)
June 2020 - August 2020

- Conducted a **multi-stage remote moderated interview study** with 21 participants to do a **gap analysis** of the playlisting experience and evaluate product designs of a new playlist creation feature.
- Led **insight activation** workshops and prototyping sprints with product and design to prioritize feature additions based on feasibility and Spotify's overarching business goals.
- This study helped decide which of two conceptually different creation process, including some must-have features, would ship in Q42020.

Product & Business Analyst

Fourth Frontier Technologies, Bangalore
July 2016 - July 2019

- Built the investor pitch deck. **Raised \$2 million.**
- Developed the **hardware and software product** with engineers & designers to implement 50+ features over 3 years.
- Designed consumer-friendly metrics and graphical forms to represent medical data.
- Led user research (**interviews, surveys, usability studies**) with marathon runners & heart patients to determine pain points & feature prioritization.
- Planned and implemented two **clinical trials** to compare our data quality v/s the gold standard.
- Planned the communication & marketing strategy to **launch the product at NYC Marathon 2019.**