

Pranali Raorane

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Mixed-methods UX researcher with 3+ years translating complex signals into product decisions across emerging technologies, wearable devices, and AI-enabled experiences in highly cross-functional environments.

EXPERIENCE

UX Researcher - I, Meta Reality Labs

Seattle, WA | Mar '24 – Present

- **Designing** a qualitative research study to uncover user insights and motivations for an **internal AI product** to directly **inform the roadmap** and provide **key considerations** for design and engineering cross-functionals.
- **Developed an evaluation framework** to assess AI interaction quality across 21 devices, benchmarking dimensions against internal rubrics surfacing **7 gaps, 5 opportunities, directly informing 4 strategic design decisions**.
- Drove an **engineering and design pivot** for an AR wearable prototype by surfacing critical human factors gaps through analysis of 40+ user studies' Qualtrics data using Python and enabled product roadmap changes through findings.
- Owned **end-to-end research** for a flagship mobile app, leveraging internal AI-assisted analysis to uncover usability and mental model gaps across 4 of 7 priority user flows and drove a design fix by aligning PM, design, and engineering.
- Conducted **literature reviews and competitive market analysis** for 0 → 1 products (VR avatar technology and AI wearable) by identifying use cases policy, and localization considerations to de-risk product considerations.
- Designed and led an **interactive AI tooling workshop scaled to 100+ employees** across 4 teams that built organizational capacity to responsibly integrate AI into research and product workflows through hands-on activities.

UX Research Intern, Kloo

Seattle, WA | Jul '23 – Sept '23

- Led product discovery as the sole UX researcher for a B2B productivity tool, identifying **5 opportunity constraints** through competitive analysis and user interviews through UserTesting enabling a strategic pivot to maximize funding.

UX Researcher, Microsoft

Seattle, WA | Jan '23 – Mar '23

- Shipped **3 design improvements** for a new Power BI feature by designing and analyzing quantitative survey data alongside behavioral funnel data using Figma and Excel, boosting feature engagement by **10% for 5M+ users**.

Ethnographic Researcher, eScience Institute

Seattle, WA | Jan '23 – Jun '23

- Identified **4 critical dynamics** of a specialized scientific community through expert interviews, 50+ literature sources, and qualitative coding using NVivo, enabling high-priority research for the team.

Scientific Researcher, Monk Prayogshala

Mumbai, MH | Jun '21 – May '22

- Synthesized psychology and neuroscience research into accessible insights for non-expert audiences, improving comprehension and **increasing daily active users by 20%**.

EDUCATION

University of Washington - M.S. Human-Centered Design and Engineering

Seattle, WA | Sept '22 – Jun '24

University of Mumbai - Post Graduate Diploma in User Experience

Mumbai, MH | Sept '21 – Jun '22

University of Mumbai - B.A. Psychology

Mumbai, MH | Jun '17 – May '20

SKILLS & EXPERTISE

Research: Interviews (IDIs), Usability Testing, Survey Design, AI Experience Evaluation, Benchmarking, Statistical Analysis, A/B Testing, Focus Groups, Human Factors Studies, Literature Reviews

Tools: Figma, Lucid, Miro, Qualtrics, UserTesting, Reduct, Excel, Tableau, Python, R, Matlab

AI Integration: AI-assisted synthesis & analysis, Workflow automation, Evaluation frameworks for AI experiences

Collaboration: Stakeholder Alignment, Cross-functional Communication, Research Storytelling, Workshop Facilitation

PUBLICATION

Raorane, P. R., & Shetty, V. (2020). Sanskrit Shloka Chanting and Mindfulness. Indian Journal of Mental Health, 7(4).