

Pranali Raorane

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EXPERIENCE

Meta Reality Labs, *UX Research Associate*

Seattle, WA | Mar 2024 – Present

- Planned and conducted **user studies** for next generation AR products, synthesizing findings to inform **development** and define **human factors requirements**.
- Analyzed qualitative and quantitative data of over 40 participants to generate **actionable recommendations** for stakeholders, that helped discern **user preferences** for a next generation AR wearable.
- Determined **product review strategy** by analyzing quantitative data on usability results of major VR software UX features and **presented themes** to senior UX researchers.
- Presented benchmarking and literature research findings to product and policy stakeholders to inform and **influence decision making** on a new VR avatar product.
- Led focus group with 8 participants for evaluating **user behavior** for 4 new VR experiences with the Quest 3 headset leading to the discovery of 2 experience-related entry **pain points**.
- Collaborated closely with **PMs, UX designers**, and **senior UX researchers** to address hardware and software research questions for the development of **user-facing AR and VR experiences**.

Kloa, *UX Research Intern*

Seattle, WA | Jul - Sept 2023

- **Designed** and **conducted** comprehensive **moderated interviews** for **customer discovery** and benchmarking.
- Influenced Kloa's transition from personalization analytics to mobile e-commerce by **synthesizing** and communicating **key research insights** to stakeholders.

eScience Institute Ethnographic Research

Seattle, WA | Jan - Jun 2023

- Discovered 4 key elements of interest for understanding of astronomy **community dynamics** by analyzing data from 50+ sources, producing 3 **detailed memos**, and interviewing astrophysicist James Davenport.

Microsoft Power Bi Interface Usability

Seattle, WA | Jan - Mar 2023

- Addressed a **user behavior gap** for Power BI and recommended 4 key **design interventions** by analyzing quantitative data and affinity mapping of user perceptions as part of remote **usability tests**.
- Increased **user engagement** for creating and consuming scorecards by 10% since the completion of the project.

EDUCATION

University of Washington

M.S. in Human-Centered Design & Engineering

University of Mumbai

Post Graduate Diploma in User Experience

B.A. in Psychology

PUBLICATION

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

SKILLS & EXPERTISE

Skills

Literature Reviews, Behavioral Interviews, Empathy Mapping, Usability Testing, Survey Design, Accessibility Research, Personas, Experimental Research, Heuristic Evaluation, Benchmarking, Statistical Analysis, Data Visualization, Storytelling, Design Thinking
Brainstorming, Ideating, Prototyping

Tools

Excel, Figma, UserTesting, Qualtrics, Tableau, R, Python