

Pranali Raorane

I am a mixed-methods UX Researcher skilled in **psychology, design, and engineering**. I enable cutting-edge technology development driven by research.

Professional Experience

User Experience Research Assistant
Meta (Contract), Redmond, WA

Mar 24- Present

- Lead quantitative and qualitative research by scheduling, recruiting, screening, and administering online and in-lab studies to inform augmented and virtual reality technology development.
- Collaborate closely with a cross-functional team of research scientists, product managers, and designers across four product teams on review of literature, experimental study design, and study execution for driving research, design and development decisions for next generation augmented and virtual reality products, and their user experience

User Experience Research Intern
Kloa, Seattle, WA

Jul 23 - Sept 23

- Spearheaded qualitative research by conducting competitive research, designing and conducting 3 comprehensive **qualitative interviews** in the e-commerce domain for customer discovery.
- Played a pivotal role in **influencing Kloa's transition** from personalization analytics to mobile e-commerce by leveraging key insights from the research.

Research Projects

Usability Researcher - Sponsored Project
Microsoft Power BI, Seattle, WA

Jan 23 - Mar 23

- Addressed a user behavior gap for Power BI and recommended 4 key design interventions by analyzing task times, task ratings, click paths, and affinity mapping of user perceptions as part of 8 comprehensive remote usability tests.
- Increased user engagement for creating and consuming scorecards by 10% since the completion of the project and achieved a milestone of 500,000 MAUs.

UX Researcher - Sponsored Project
Museum of Pop Culture, Seattle, WA

Jul 22- Sept 22

- Performed heuristic analysis, and 6 usability tests on the Museum of Pop Culture's mobile website to identify usability and efficiency issues by engaging in collaborative research.
- Recommended 4 major design interventions to stakeholders of the MoPOP on menu hierarchy, ticketing, and price planning, leading to a website redesign resulting in 14% overall increase in web performance.

Qualitative Researcher

Vera C. Rubin Observatory- Ethnographic Research Study

Jan 23 - Jun 23

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

Publication

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

UX Researcher
Seattle, WA

Contact

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Education

Master of Science, Human-Centered Design and Engineering

Sept 22 - Jun 24
University of Washington,
Seattle, WA

Relevant Coursework:

User-Centered Design, Usability Studies, Experimental Research Methods, International UX

Post Graduate Diploma in User Experience

Sept 21 - Aug 22
University of Mumbai, India
Relevant Coursework:
Fundamentals of UX Design, Empathy and its Tools, Human-Machine Interfaces

Bachelor of Arts in Psychology

Jul 17 - Jun 20
University of Mumbai, India
Relevant Coursework:
Cognitive Psychology, Statistics, Practical in Cognitive Processes and Psychological Testing

Skills

UX Research: Literature Reviews, Behavioral Interviews, Empathy Mapping, Usability Testing, Survey Design, Accessibility Research, Personas, Experimental Research, Heuristic Evaluation, Statistical Analysis, Design Thinking, Brainstorming, Ideating, Prototyping

Tools: SPSS, R, Python, Tableau, Figma, Adobe XD, Miro, Ethnio, Qualtrics, Survey Monkey