

MOHANA SARAF

mixed-methods user researcher

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Experience

User Researcher

Zalando SE Germany | July 2022 to Present

- currently working on strategic research initiatives aimed to support the 2028 vision for Zalando. Researched and defined the Jobs To Be Done (JTBD) for Inspiration and Entertainment streams.
- enabling and supporting design teams to successfully run their own research studies.
- playing a key role in gathering and centralising foundational customer insights. Creating a single, reliable source for our customer understanding.
- previously as part of the central Voice of Customers team, led rapid user research and testing efforts for various product streams across the company. Collaborated with stakeholders in different disciplines (design, product management, engineering) to execute research studies to make research informed decisions.

User Experience Researcher

AJIO, Jio Platforms Ltd. India | Sept 2021 to July 2022

- support research for the Core Experience team. I was involved with strategizing & conducting research studies that inform the overall experience of the platform.
- support product ideation and optimization through evaluative and generative research

User Experience Research/Design Intern

NAVER LABS Europe | Nov 2020 to Mar 2021

- conceptualised solutions to enhance restaurant menus with a focus on travellers and barriers they face due to language and cultural differences
- collaborated with researchers from other disciplines (e.g., Natural Language Processing, Computer Vision) to ideate on feasible solutions
- presented design ideas and prototyped an augmented reality app using *ARKit*, *SwiftUI*
- involved in planning and designing (research objectives of the study, measurements, participant recruiting and selection, questionnaires, setup)
- conducted remote and in-person user tests to assess the impact of our proposed solution, and synthesised qualitative interviews to guide the future direction of the project.

Software Developer

Amnex Infotechnologies Pvt. Ltd. | Jul 2017 to Oct 2018

- researched for visualising 3D BIM (Building Information Management) model data on the web and integrating IOT sensors data for real-time updates, control and inventory management
- worked on Crop Estimation and Loss Assessments portal for centralizing crop related maps and data for State of Gujarat, India.
- part of initial research and implementation of RTLS (Real Time Localization System) for indoor positioning using ML techniques with upto 3m accuracy

Education

Master in Interaction Design

Domus Academy (scholarship recipient)
Score: 110/110

B.Tech in Information & Communication Technology

School of Engineering & Applied Science, Ahmedabad University
GPA: 3.14/4.0

Skills

Research

Observation, In-depth Interview, Usability & Concept Testing, Contextual Inquiry, Survey, Affinity Mapping, Competitive Analysis, Data Analysis

Design

Interaction Design, Mixed Reality (AR/VR), User Flows, Information Architecture, Wire framing, Physical Computing

Tools & Programming Languages



Figma, Adobe XD, HTML, CSS, JavaScript, SQL, jQuery, Python, Processing, Arduino

Extra

Volunteer

- Core team member: IxDA Conference Volunteer Liaison | 2023 Zurich
- Volunteer: IxDA & Education Conference | 2020 Milan

Other Learning

Python Data Structures Coursera 
Human-Computer Interaction - HCI
Top 10% in class 

Data-Driven Design: Quantitative Research for UX - Top 10% in class 