MOHANA SARAF
mixed-methods user researcher

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An Engineer turned Design Researcher, I am driven to understand how people connect with technology and build meaningful digital journeys. With a system-thinking perspective, I'm passionate about building intelligent and contextual experiences, informed by user-centric and data-driven research. My experience spans diverse domains including e-commerce, AI-powered recommender systems, augmented reality, and geographic information systems (GIS).

Experience ——

User Researcher

Zalando SE Germany │ July 2022 to Present

- leading the execution of strategic research initiatives to inform Zalando's 2028 vision, defining Jobs To Be Done (JTBD) for Inspiration and Entertainment streams and directly shaping customer experience vision for Sports and Kids propositions.
- empowering design and product teams to independently conduct high-quality research studies, mentoring colleagues on best practices to elevate research quality across the organization.
- led research efforts integrating user conversation analysis, critical defect data, and machine evaluations for the Zalando Assistant (generative AI-powered conversational experience), identifying key opportunities for iterative improvements and enhanced user understanding.
- orchestrated preowned experience research using a mixed-methods approach, driving measurable improvements in cost reduction for the content creation process.
- spearheaded agile user research and testing within the central Voice of Customer team, driving bi-weekly studies on alternating product areas to deliver rapid insights and ensure user-centered product development across diverse streams.
- collaborate cross-functionally with design, product management, and engineering teams to execute research studies, translating findings into actionable solutions that drive product improvements.

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.
- led the execution of research activities such as surveys, interviews, and cognitive walkthrough sessions which provided critical insights into user needs and pain points.
- support product ideation and optimization through evaluative and generative research
- audited mobile app using Heuristics Evaluation, identifying 70+ critical issues, resulting in a significant increase at check-out.

User Experience Researcher/Designer Internship

NAVER LABS Europe │ Nov 2020 to Mar 2021

- conceptualised & ideated solutions using *ARKit*, *SwiftUI* to enhance restaurant menus with a focus on travellers and barriers they face due to language and cultural differences

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, Contextual Inquiry, Diary Study, Usability, Concept Testing, Survey Design, Experiment Design, Data Analysis, Competitive Analysis

Design

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

Tools & Programming Languages

Figma, Adobe XD, Survey Tools, HTML, CSS, JavaScript, SQL, jQuery, R, Python, Tableau, Processing

Extra ——

Volunteer

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

- 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

Research / Software Development Intern

Infinium Solutions Pvt. Ltd. | Jan 2017 to May 2017

- exploration of algorithms used in Robotics and implemnted JavaScript plugins for the web.
- designed and implemnted reusable web-modules for tracking, monitoring and real-time display of estimated arrival and departure time of NMMT buses (Navi Mumbai Municipal Coorperation)

Courses ——

Other Learning

Human-Computer Interaction - HCI
Top 10% in class 🔗

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

Python Data Structures Coursera 🔗

Data Analysis with Python Data Camp 🔗