

Apoorva Natarajan

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SUMMARY

Creative User researcher with 7 years of experience, and a passion for product strategy, lifecycle research, building relationships and advocating for user needs. Led multiple complex projects, driving revenue by translating insights into opportunities. Skilled at storytelling, collaborating with stakeholders, and effective communication.

WORK EXPERIENCE

Expedia Group

Senior User Researcher

Oct 2021 - May 2024

- Ran research programs for Insurance tech and user retention teams, working on project planning and roadmaps, influencing design strategy, facilitating studies, compelling storytelling, and presenting insight while mentoring new researchers and organizing quarterly Lunch & Learns share knowledge across teams
- Led a new product relaunch end-to-end, resulting in an increase in attach rate in 2023 from less than 1% to 7%, and a 10X increase in up-funnel visitor volume, alongside research workflow refinements
- Worked independently to increase ux adoption on a new globally dispersed team while testing methodologies for experimental mixed-methods research to rank complex lists

DCGONE

User Researcher

Mar 2020 - Sep 2021

- Defined strategy, recruited participants, moderated interviews, and presented findings on topics like pandemic travel, digital marketplaces, and the gaming industry, using feedback for user-centered design and content strategy
- Increased engagement by 44% and improved site exploration for AMEX pages by running A/B tests, refreshing style guides, and iterating with design

UX/CX Researcher

Dec 2018 - Feb 2020

- Led evaluative studies revamping B2B dashboards, increasing funnel progression by 32% and identifying opportunities for conversion in 5 weeks
- Developed research materials, screened participants, created reports and communicated findings to enhance user experience and product positioning for landing pages running design research, writing content strategy, analyzing data and reviewing designs with cross functional teams

Project Manager

Sep 2017 - Nov 2018

- Managed clients and team members to successfully deliver multiple high-impact projects on time and within budget, from an Augmented Reality app to customer testimonial video shoots, maintaining quality and attention to detail

EDUCATION

Vassar College, B.A. Economics and International Politics

May 2017

CERTIFICATIONS

Generative AI Fundamentals Specialization, IBM

04/2024 - 11/2024

Questionnaire Design for Social Surveys, U. Michigan

08/2021 - 10/2021

UX Design Certification, Career Foundry

10/2018 - 06/2019

SKILLS

Benchmarking • Card Sorts • Competitive Analysis • Concept Testing • Data Analysis • Design Thinking • Diary Studies • Field Testing • Focus Groups • Human-Computer Interaction • Journey Mapping • JTBD • Qualitative Research • Research Methods • Resourcing • Secondary Research • Semi-Structured Interviews • Survey Research • Usability Testing • Workshop Facilitation • Asana • Dscout • Figma • Google Analytics • Jira • Qualtrics • UserTesting.com