

# Amanda Veranita

## RESEARCHER

Experienced Product & UX Researcher with 4+ years of experience in driving insights across B2C and EdTech platforms. Strong foundation in ethnographic and behavioral research. Adept at leading both solo and collaborative research initiatives, with a passion for turning user insight into actionable strategies. I value autonomy, critical thinking, and inclusive design practices in every project I take on.

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## Work Experience



### Product Researcher • Cakap

May 2023 - Present

- Best Team Member in Product & Tech (Q4 2023) and achieved top KPI performance in Q1 2025.
- Led strategic and evaluative research initiatives to enhance Cakap's language learning and upskilling platforms.
- Led user research across diverse age groups—adults, teenagers, kids to early childhood education—to guide age-appropriate design, content, and learning experience enhancements.
- Conducted end-to-end qualitative and mixed-method studies—such as usability testing, diary studies, surveys, and competitive benchmarking—to identify user needs and optimize product experiences.
- Partnered closely with product managers, designers, engineers, and marketing teams to ensure research insights informed key business decisions.
- Covered both B2C and B2B offerings, including corporate training, live classes, and career readiness programs, resulting in improved user engagement and retention.



### UX Researcher • Niagahoster

March 2021 - February 2023

- Led user experience research on Niagahoster products, utilizing diverse methodologies for a comprehensive understanding of users, customers, and stakeholders.
- Led research with a diverse user base—from advanced users managing hosting/VPS independently to novice users with minimal digital experience—ensuring product usability and accessibility across varying technical proficiencies.
- Identified barriers, redefined human-centered research objectives, and implemented effective research management strategies.
- Conducted Design Thinking Workshops for 1000StartUp Digital and #AuditYourSite program at Niagahoster events.
- Award: Best Team Member of Product Department in Q3 2022.



### UX Researcher Intern • Niagahoster

November 2020 - February 2021

- Assisted and engaged in 1-on-1 intensive learning with senior UX researchers on persona projects, user interviews, research documentation, and tool analysis projects.
- Conducted basic usability research, including usability testing, concept testing, and applying other design testing methods.



### Customer Support Officer • Sorabel

June 2016 - July 2020

- Provide end-to-end customer support by identifying needs, managing orders and sales, and handling after-sales services, including issue resolution and complaints.

# Education

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2017 - 2020

**Gadjah Mada University**

Center of Religion and Cross-cultural Study (MA)



2010 - 2015

**Sebelas Maret University**

History Education (S.Pd.)

# Skills

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## Analytical

Qualitative Research  
Quantitative Research  
Ethnographic Observation  
Affinity Diagraming  
Problem Solving  
Competitive analysis  
Heuristic Evaluation

## Software/Tools

Google Analytics  
Google Workspace  
Hotjar  
Typeform  
Figma/Figjam  
Ms. Excel  
Useberry

## User Experience

Moderated/Unmoderated  
User Interview  
Persona & Journey Map  
Usability Study  
Concept Testing  
Card Sorting  
Survey design

## Languages

Bahasa Indonesia  
English