

Amanda Veranita

RESEARCHER

Experienced Product & UX Researcher with nearly 5 years of experience in driving insights across B2C and B2B platforms. Blending a robust background in ethnographic and behavioral research with a forward-looking approach to fast adoption of innovations like Artificial Intelligence (AI). 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.

 Jakarta, Indonesia

 averanita.com

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Skills

Analytical

Qualitative Research
Quantitative Research
Longitudinal Research
Behavioral Research
Attitudinal Research
Ethnographic Observation
Competitive Analysis
Social-Media Listening

Tools/Platform

GA4, GSuite
SPSS, MAXQDA
Hotjar, Mixpanel
GForm, Typeform
Figma/Figjam, Miro
Ms. Excel, Power BI
Useberry, Maze
Optimal Workshop

UX/CX

Information Arch
In-Depth Interview
Persona & Journey Map
Usability Study
Concept Testing
Customer Funneling
Survey design
Heuristic Evaluation

Others

English: Fluent
Indonesian: Native
Critical Thinking
Design Thinking
Workshop facilitation
Problem Solving
Communication
Cross-collaboration

Work Experiences



Product Researcher • Cakap

May 2023 - August 2025

- Best Team Member in Product & Tech Q4 2023 and achieved top KPI performance in Q1 2025.
- Delivered competitive analysis and customer funnel insights to guide product positioning and engagement strategies.
- **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, and 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 customer 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 completion up to 60% for Upskill class.
- Active member of the AI-Automation Committee, focusing on integrating AI into research practices. Implemented automation tools to drive operational efficiency and scalability.



UX Researcher • Niagahoster

November 2020 - 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 and mentoring** for 1000StartUp Digital. Hosting #AuditYourSite program at Niagahoster events.
- Award: Best Team Member of Product Department in Q3 2022.



Customer Support Officer • Sorabel

June 2016 - July 2020

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

Education



2017 - 2020

Gadjah Mada University

Center of Religion and Cross-cultural Study (MA)



2010 - 2015

Sebelas Maret University

History Education (S.Pd.)