Amanda Veranita

USER RESEARCHER

A user researcher with 2 years of experience in product and design research. My basic ethnography and critical analysis skills were trained while pursuing my master's degree at the Center for Religious and Cross-Cultural Studies, where I studied Human Behavior. Accustomed to working as a solo researcher or collaborating in a team.

📍 Yogyakarta, Indonesia 　　　　　　　　　　　　　📞 6287836009321

🌐 https://portfolio.mandakala.com 　　　　　　　　✉ amanda.veranita@gmail.com

Work Experience

UX Researcher • Niagahoster
March 2021 - February 2023

- Conceptualized, conducted, and led user experience research (both qualitative and quantitative) on Niagahoster products and services. Familiar with using various research methodologies and triangulation to understand users, customers, and stakeholders.
- Collaborated with Niagahoster's product, design, marketing, business intelligence, and developer teams to enrich initial information before research and expand the utilization of research results. Intentionally prioritize product strategies. Experienced working collaboratively on customer segmentation projects.
- Identified barriers, redefined human-centered research objectives, analyzed resources, and implemented research management strategies based on the conditions encountered.
- Conducted mentoring and co-facilitating Design Thinking Workshop for 1000StartUp Digital and #AuditYourSite program for Niagahoster events.
- Award: Best Team Member of Product Department in Q3 2022.

UX Researcher • Niagahoster
November 2020 - February 2021

- Assisted and shadowed Senior UX research on Persona projects, user interviews, research documentation, and Tools analysis projects.
- Conducted basic usability research : Usability testing, Concept testing, etc. Completed basic courses related to User Experience, User Research and Google Analytics.
- 1on1 intensive learning with Senior UX research and stakeholders about the end to end research process and how the operational system works in Niagahoster

Customer Support Officer • Sorabel
June 2016 - July 2020

- Provide detailed product and service information, identify, and assess customer needs to achieve satisfaction.
- Experienced at taking care of orders, product offerings, sales, invoices, and any after-sales service such as errors and complaints.
- Experience as Duty Officer-interim team leader: organizing CS team to complete targets and assigned tasks, set schedules, lead discussions and determine KPI (Key Performance Indicator) targets for the team.

Education

2017 - 2020
Universitas Gadjah Mada
Center of Religion and Cross-cultural Study (MA)

2010 - 2015
Universitas Sebelas Maret
History Education (S.Pd.)

Skills

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

Software/Tools
Google Analytics
Google Workspace
Hotjar
Miro
Figma/Figjam
Ms. Excel

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

Languages
Bahasa Indonesia
English