

PRANAV NAIR

5+ years of work experience seeking Staff/ Lead UX Research Roles

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WORK EXPERIENCE

Senior UX Researcher | Full-Time

Wish, San Francisco, USA

03/21 - Present

- Lead critical foundational and strategic research for the consumer org to help create experiences focussed on improving user trust and retention. Product improvements made based on research findings led to 30% increase in NPS.
- Collaborate closely with product, design, data science and engineering leads to rollout key company initiatives that improve buyers' shopping experience.
- Led research that helped successfully launch Wish Clips, a video e-commerce feature. It created an additional \$250M in market cap with shares rising 18%.
- Conducted interviews, surveys and usability studies to help revamp Wish Fashion with new high quality inventory, faster delivery times and easy returns.
- Deploy NPS and user surveys across multiple company touchpoints: email, in-app, and via social media ads to better monitor brand and service sentiment.

UX Researcher | Contract

Microsoft, Redmond, USA

10/19 - 03/21

- Critical member of the FAST research team, supporting high profile products including Windows 11, Microsoft Edge, SwiftKey and educational offerings.
- Brought a conscientious approach to expertise-driven reviews, unmoderated studies of interactive prototypes, and empathetic in-person interviews.
- Coached researchers in rapid research frameworks which were referenced to recreate AGILE research programs across teams for OneNote, Edge and EDU.
- Conducted advanced research studies for the SwiftKey team to understand how users engage the product across key markets in America, Asia and Europe.
- Published 41 research reports with 200 insights and recommendations that were cited to improve usability of features across Edge, Office and Windows.

Usability and Human Factors Researcher | Internship

Stanley Black & Decker, Atlanta, USA

05/18 - 08/18

- Spearheaded setup of the research lab, study protocols, and equipment, while introducing practices that helped the company conduct rapid research studies.
- Worked with core engineering and legal teams to build frameworks for using EEGs to understand participants' emotional reaction to products and content.
- Findings generated from the research were adapted to update several major aspects of the company's strategic rebrand, including their brand sound mark.

Human Factors Researcher | Part-time

Human Machine Interface Lab, Georgia Tech, Atlanta, USA

08/17 - 05/19

- As the lead researcher, led efforts to develop real-world driving simulators that allowed students to train in advanced human factors research methods.
- Authored a unique paper, specifically focussed on driver safety in driverless cars, that was accepted into the Society of Automotive Engineers' Congress.

PUBLICATIONS

Nair, P., Wang, W., Lin, H. (2020). Lookie Here! Designing Directional User Indicators across Displays in Conditional Driving Automation. SAE Technical Paper Series. doi:10.4271/2020-01-1201

EDUCATION

MS Human-Computer Interaction

Georgia Institute of Technology 2019

MA Industrial Design

Georgia Institute of Technology 2019

BE Mechatronics

Manipal Institute of Technology 2014

PRODUCT PRINCIPLE

“ Good products provide people what they already expect to see, but great products amaze them by showing them something new, something that enables them to be better than who they were before engaging with the product.

RESEARCH SKILLS

Usability Testing	Usability Benchmarking
Surveys	User Life Cycle Analysis
Ethnography	Data Visualization
Prototyping	Cognitive Walkthroughs
Focus Groups	Heuristic Evaluations
A/B Testing	Contextual Inquiry
User Interviews	Experimental Design
Task Analysis	Customer Segmentation

SOFTWARE SKILLS

UserTesting	Qualtrics
Excel	Tableau
QlikSense	OVO Logger
Figma	JIRA
D3.js	Kubit
SPSS	Illustrator

AWARDS

Toyota Mobility Challenge, Winner
Volkswagen AI Challenge, Finalist
Environmental Protection Agency, Grant