

# PRANAV NAIR

Seeking Full-Time UX Researcher Roles

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## WORK EXPERIENCE

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### UX Researcher - Contract

Microsoft, Redmond, USA 10/19 - Present

- Driving research planning for digital products with cross-sectional teams of PMs, Designers, and Engineers under real world business constraints.
- Taking an AGILE approach to design, execute and analyse experimental research methods for multiple product teams simultaneously in 4 week cycles.
- Using data visualization and design tools to create quick readout decks.
- Ran over 50 studies deploying qualitative (usability studies, user interviews, focus groups) as well as quantitative research (surveys) for data collection.
- Harness expertise in UI/UX design to propose functional recommendations.
- Leading monthly heuristic evaluations across a range of Microsoft's products.
- Published 41 research reports with 200 insights and recommendations which were cited to iterate on features across Edge, M365 mobile and Windows.

### UX Research Intern

Stanley Black & Decker, Atlanta, USA 05/18 - 08/18

- Designed research experiment to evaluate soundmarks for company rebrand.
- Deployed EEG to scan participant brain waves, biometric data was correlated with preference valence surveys and interviews to gauge emotional reactions.
- Collaborated with engineers to track performance metrics from raw EEG data.
- Setup UX lab with eye trackers, EEG, and GoPro cameras for data collection.
- Created best practices guides and tutorial videos for lab research equipment.
- Protocols later referenced to conduct a study with 20 participants testing 7 soundmarks. Results used to select official soundmark for corporate videos.

### Human Factors Research Assistant - Human Machine Interface Lab

Georgia Institute of Technology, Atlanta, USA 08/17 - 05/19

- Deployed human factors evaluation methods to test driverless car interfaces.
- Mixed methods used to collect driver performance data for reaction times (eye trackers, video) and perceived cognitive load (interviews, SUS scores).
- Work published at Society of Automotive Engineers (SAE) World Congress X.

### Instructor of Record - Visual Design Thinking

Georgia Institute of Technology, Atlanta, USA 08/16 - 08/17

- Taught design sketching and storyboarding to classes of over 50 students.
- Created and graded 20 assignments deployed weekly each semester. Ideated with TA to come up with creative activities to increase student engagement.
- Adapted course workload to individual students' abilities and learning goals.

## PUBLICATIONS

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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

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### MS Human-Computer Interaction

Georgia Institute of Technology 2019

### MID Master of Industrial Design

Georgia Institute of Technology 2018

### BE Mechatronics

Manipal Institute of Technology 2014

## DESIGN PRINCIPLE

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“ Good designers show people what they already expect to see, but great designers amaze them by showing them something new, something that enables them to be better than who they were before encountering the designer's work.

## RESEARCH SKILLS

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Usability Testing	Benchmarking
Surveys	Task Analysis
Ethnography	Data Visualization
UI Prototyping	Cognitive Walkthroughs
Focus Groups	Heuristic Evaluations
A-B Testing	Contextual Inquiry
User Interviews	Experimental Design

## SOFTWARE SKILLS

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UserTesting.com	Qualtrics
Excel	Tableau
QlikSense	OVO Logger
Figma	Skech CC
D3.js	After Effects
Photoshop	Illustrator
Arduino CC	Raspberry Pi

## AWARDS

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Toyota Mobility Challenge, Winner

Volkswagen AI Challenge, Finalist