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HOME: Philadelphia, PA

SKILLS

USER EXPERIENCE RESEARCH:

A/B Testing, Affinity Diagramming, Contextual Inquiry, Decision Tree Analysis, Double Diamond Framework, Empathy Map, Persona Development Projective Techniques, Usability Testing, User Interviews.

PROGRAMMING LANGUAGES:

MySQL, Python, R

RESEARCH

Survey & Experimental Design, Econometrics, Machine Learning

OTHER:

Microsoft Office, Tableau, Qualtrics, Figma, Adobe Creative Cloud

PROJECTS

Led Aghaaz, a student initiative for sustainable upcycling. Headed 30 volunteers and launched 12 research driven products.

Developed 3 personas through a screener survey of 45 participants. Conducted 9 semi structured in depth user interviews across 10 sessions. Used Venn diagram and affinity diagramming to identify opportunity areas.

Increased sales velocity by 200% and profit by 25%

EXTRA CURRICULAR

CLASSICAL DANCE

Awarded Sangeet Bhushan Diploma for training in Kathak Dance for 12 consecutive years

PHOTOGRAPHY & CINEMATOGRAPHY

ARAVIKA KHOSLA

MASTER'S STUDENT | USER EXPERIENCE RESEARCHER

WORK EXPERIENCE

User Experience Research (External Consultant)

Jan 2024 - Present

Wawa

- Spearheading exploratory research to increase sales of espresso-based beverage
- Crafting study design, recruiting participants, and employing methods such as affinity diagramming, clustering, and inductive coding for analysis.
- Executing 9 comprehensive structured user interviews with projective techniques and contextual inquiry across 12 sessions to understand roadblocks to sales
- Targeting a \$3 million profit enhancement through UX Research by capitalizing on three strategic opportunity areas

User Experience Research (External Consultant)

Jan 2024 - Present

IPSOS

- Leading a project to mitigate product cannibalization during simplification of product line to increase acquisition potential of each product
- Moderating 10 usability tests and user interviews to define 3 hypotheses
- Employing quantitative survey and experimental design to validate hypothesis
- Engaging in thematic analysis and decision tree analysis to come up with 9 interventions
- Orchestrating A/B Testing to assess the effectiveness of each intervention

RESEARCH EXPERIENCE

Computational Social Science Lab at Penn, Philadelphia, USA

- Created a database for LLM and predictions in a cross-functional team
- Built automations using generative AI reducing time on task by 50%
- Consolidating 80+ studies with 100+ parameters and iterative feedback mechanisms
- Conducting expert user Interviews and usability testing across 15 sessions to direct users to more accurate results

London School of Economics and Political Science, United Kingdom

- Conceptualized 10+ experiment tasks for 3 projects & revised 4 survey designs

Centre for Social and Behaviour Change, India

- Responsible for executing 7 surveys with 10000+ respondents
- Published 1 policy report and implemented 4 behavioral intervention programs
- Analyzed survey data in R, Stata and Python and authored a literature review

EDUCATION

Master's Degree in Behavioral and Decision Sciences

2023 – 2025

University of Pennsylvania

Relevant Courses: Data Science & Quantitative Modelling, Needfinding, Behavioral Science Experimentation, Public Policy, Negotiation Behavior, Measurement & Data Analysis

Research Work: Authoring a policy brief investigating whether crisis assistance increases gratitude and reciprocity, examining the impact of hierarchy with 100+ respondents

Bachelor's Degree in Economics

2020 - 2023

University of Delhi, Lady Shri Ram College for Women

Research Work: Authored a paper studying impact of Instagram infographics on individuals' decision-making via multiple linear regression analysis using R from data collected via 200+ respondents