ARAVIKA KHOSLA

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I am a master's student studying behavior & decision sciences at the University of Pennsylvania. I have 2 years of research experience in social & data science in many spheres - policy, academia & consulting. I am looking to pursue roles in the field of user experience research as a mixed method researcher.

WORK EXPERIENCE

Wawa | User Experience Research (External Consultant)   January 2024 - Present
- Identifying roadblocks to beverage sales among GenZ using need finding and design thinking to drive a $3M profit
- Synthesizing insights from 10+ structured user interviews & contextual inquires using affinity diagrams and clustering

IPSOS | User Experience Research (External Consultant)   January 2024 - Present
- Examined behavioral barriers to suboptimal bank account choice with storyboard user testing & scenario-based survey
- Iterated account-offer information design based on insights from decision tree analysis of data from 100 respondents
- Evaluating the product acquisition of mass affluent customers via A/B testing of strategies & information architecture

Computational Social Science Lab at Penn | Research Assistant   September 2023- Present
- Building a database of 250+ behavioral science studies for prediction and idea exploration in a cross-functional team
- Reviewed 80+ studies to populate the database with 100+ parameters, curated through multiple feedback sessions
- Conducting 20+ expert interviews to make the database more user-friendly and reduce time on task by 25%

London School of Economics and Political Science | Research Assistant   July 2022- February 2023
- Led projects exploring behavior & decision making in the domain of climate change, moral licensing and negative news
- Conceptualized 10 experiment tasks and 5 surveys to understand impact of environmental news on fertility decisions

Centre for Social and Behavior Change | Intern   January 2022- June 2022
- Executed & designed 4 behavioral interventions to drive social impact using field survey data of 10000+ respondents
- Analyzed survey data using R and published a report to increase parental engagement in children's education
- Authored a literature review to identify predictors of domestic violence in households using machine learning

Aghaaz, a sustainable fashion initiative | Head   June 2021- June 2022
- Managed 30 volunteers and launched 12 sustainable products and raised more than 50,000 Rs in sales
- Designed a product using personas, surveys, and user interviews to increase sales velocity by 200%
- Identified improvement areas by analyzing qualitative data leading to a 25% increase in profit

SKILLS & PROJECTS

- **UX Research:** A/B Testing, Contextual Inquiry, Design Thinking, Persona Development, Projective Techniques, Usability Testing, User Interviews, Survey & Experimental Design, Econometrics & Statistical Analysis
- **Programming Languages:** MySQL, Python, R
- **Technical Skills:** Miro, Dovetail, Maze, Tableau, Qualtrics, Figma, Adobe Cloud, Machine Learning
- **Extra-Curricular:** Practicing storytelling through Classical Dance, Photography, Cinematography

EDUCATION

University of Pennsylvania| Master's in Behavioral & Decision Sciences |GPA: 3.6| August 2023 - December 2024
- Relevant Courses: Data Science & Quant Modelling, Need finding & Product Development, Experimentation, Behavioral Public Policy, Negotiation Behavior, Judgements and Decisions, Consulting with Behavior Science
- Research Work: Spearheaded a randomized control experimental study aimed at increasing gratitude in workplaces

University of Delhi, Lady Shri Ram College| Bachelor's in Economics |GPA: 4| November 2020 - June 2023
- Research Work: Authored a paper to understand impact of social media on decisions using survey data