

Parika Bhatli

Researcher (Market, Social and Academic)

New Delhi, India
+91 9953976736
parikabhatli@gmail.com

SUMMARY

- 1+ year of experience in both Academic and Market Research
- Experience in Research, Data Analysis and Evaluation
- Ability to observe and simultaneously understanding participants reactions and perspectives to the situations or a product
- Specialize in conducting- Primary / Secondary research, person and remote Usability testing; creating Personas, User flows, Empathy map and reporting the analysis to various stakeholders at varying ranks in the organization with the help of sensible and persuasive communication.
- Demonstrated ability to work under pressure and deliver on milestone driven projects with strict deadlines

SKILLS

Qualitative Research,
Academic Research, Market,
Social Research, Quantitative
Research, Usability(UI/UX),
Critical Thinking,
Observational skills, Data
Analysis, MS Office

EXPERIENCE

Teach For India, New Delhi — Staff Volunteer, National Alumni Impact (Research and Talent)

OCTOBER 2016 - NOVEMBER 2016

- Conducted Secondary literature review on the Education sector in context to the Right to Education Act along with the World Bank- The Systems Approach for Better Education Results (SABER) rubric
- Validating and writing the internal reports for the same

AWARDS

First Position in Sociology

Honored for securing the highest percentage in Maitreyi College, University of Delhi (Department of Sociology)

Credit in English

Received CREDIT in English from the University of New South Wales (Sydney, Australia)

Snapdeal, Gurgaon — User Experience Research Analyst

OCTOBER 2015 - JULY 2016

- Responsible for conducting Usability Testing for both Seller and Buyer Platforms
- Played a key role as a Moderator (in field) and an Observer (in lab testing)
- Piloted and conducted the following User Research methodologies
 - **Qualitative research**
In-depth Interviewing, Participant Observation, Case studies and Ethnographic Studies
 - **Quantitative Research**
Numerical analysis of data collected through Questionnaires & Surveys
 - **Usability methods**
Empathy Map, SWOT Analysis, A/B Testing, Personas, Card Sorting, User flow,etc

LANGUAGES

English, Hindi

Delhi Commission For Protection Of Child Rights, New Delhi — Intern

JUNE 2013 - JULY 2013

- Wrote a Status Paper on 'Substance Abuse' under the guidance of the Commission member
- Conducted secondary research and Presented data on Juvenile Justice Act (Care and Protection of Children) Act, 2000 and Children in need of care and protection

Tihar Jail, New Delhi — Research Intern

JUNE 2013

- Interviewed 75 convicted inmates in order to understand the 'Sociology of prison and reform activities'. Also to gain insights into inmate's perspective on society
- Published Research Paper - 'Humanising the prison walls' on Academia.edu <https://delhi-south.academia.edu/ParikaBhatli>

Researchgatehttps://www.researchgate.net/profile/Parika_Bhatli

EDUCATION

IGNOU, New Delhi — Masters in Sociology

JULY 2016 - Present

- Pursuing

Maitreyi College, University of Delhi — Bachelors in Sociology

JULY 2012 - JULY 2015

- Worked as a TREASURER for three consecutive years under the Department Of Sociology
- Organized Departmental Fests and Seminars
- Successfully completed the Pilot Course on 'Reflecting on Environment, Individual and Society: An Experiential Programme'(July–November 2012)

ON WEB

Linkedin — <http://bit.ly/2ohqy3c>

Academia.edu — <http://bit.ly/2oivF1z>

