

# Parika Bhatli

Researcher (Market, Social and Academic)

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## 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

## 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

### **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

## SKILLS

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

## 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)

## 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>  
Researchgate[https://www.researchgate.net/profile/Parika\\_Bhatli](https://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>

