

# Meghana Murthy Sibi Narayana

Berkeley, CA 94709 | 510-993-8695 | [meghanamurthy@berkeley.edu](mailto:meghanamurthy@berkeley.edu) | [meghanamurthy.com](http://meghanamurthy.com)

## PROFESSIONAL EXPERIENCE

**Uber**, San Francisco – *User Experience Researcher*

June 2018 – September 2019

- Carried out research in India to understand driver comprehension of surveys and recommended solutions to collect data at scale in low literacy markets that improved response rates by 15%.
- Conducted competitive and foundational research for JUMP Starter product that guided the product roadmap and also helped launch the product successfully in 4 cities across U.S.
- Cross-referenced behavioral and attitudinal rider segments and did a deep dive quantitative analysis to define the needs of each behavioral segment to highly improve targeted campaigns.
- Key member of the quantitative scalable research team, consulted on 50+ surveys across products for sampling, questionnaire design and analysis that positively influenced the product roadmap.
- Built reusable assets in Python that aided researchers to conduct quantitative studies independently.
- Conducted qualitative research for critical rider safety products that positively influenced two major safety features and led to a successful launch with high adoption rates.
- Orchestrated international research projects that involved surveys, user interviews and contextual inquiry, to help improve driver pickup and on trip experience and helped redesign Beacon to improve the pickup experience for both riders and drivers.

**Uber**, San Francisco – *Design Research Intern*

May 2017 – August 2017

- Key member of the team responsible for designing and launching an international driver survey and performed statistical survey data analysis that led to identifying the pain points and important recommendations related to driver onboarding funnel that reduced churn.
- Conducted deep dive quantitative analysis by mapping data gathered through diary study with behavioral markers and identified 18 bugs.
- Worked with a team to design an experiment involving millions of users that led to creating customer segments and catering to their needs better.

**Accenture**, India – *Senior Software Engineering Analyst*

August 2011 – July 2016

- Managed a development team of 5 and successfully reduced the overhead by automating customer feedback collection for telecom for a CRM application that was recognized by the executive leadership.
- Served as a subject matter expert in areas such as order management and account management.
- Researched user needs and identified design gaps that led to the enhancement of enterprise technology solutions for Australia's leading Telecom client.
- Optimized production queries to reduce the execution time by half for generation of complex business reports.

## EDUCATION

**University of California Berkeley** – *Masters of Information Management & Systems*, 2016-2018

Focus Areas: Quantitative and Qualitative Research and Data Science

**SJB Institute of Technology**, India – *Bachelor of Computer Science Engineering*, 2007-2011

## ACADEMIC PROJECTS

**Pet Set Go! (Capstone Project)** - *Mobile Application* | 2018

Pet Set Go! is a mobile application that runs on iOS and Android. The application helps our users acclimate to life with their new pet, understand trends of their pet's behavior, and gain valuable insights into their pet's personality. Conducted extensive user research and was also a key player in the development of the application.

**Web Facilitated Programming Courses – A Boon or a bane for students?** - *Quantitative and qualitative Research* | 2016

Conducted mixed methods research to understand the effectiveness of learning programming in a web facilitated course and suggested improvements.

**Twitter Sentiment Analysis** – *Data Mining and Analytics* | 2017

Successfully detected sentiment with 87.5% accuracy (with majority class of 62.13%) using NLP techniques, whereas the industry standard sentiment classifier Vader was only 74.62% accurate.

**Game of thrones - Interactive Visualization** – *Information visualization* | 2017

Used visualization techniques (D3, tableau, Louvain modularity for community detection) to depict the networks formed by Game of thrones interactions.

## SKILLS

### Qualitative Research:

- User interviews
- Foundational research
- Competitor research
- International research
- Usability testing
- Ethnography
- Field work
- Contextual inquiry

### Quantitative Research:

- Survey research
- Hypotheses testing
- Statistical analysis & modelling
- Text Analysis
- Experiments

### Programming:

- Python
- SQL, PL/SQL
- R
- HTML
- CSS
- Javascript
- jQuery
- D3

### Tools:

- Qualtrics
- Tableau
- Illustrator
- Photoshop
- Siebel
- Rational Team Concert

## ACHIEVEMENTS

- Winner of the James R Chen award for the best UC Berkeley graduate program human computer interaction final project.
- Recipient of the Accenture Celebrates Excellence – Catalyst Award in 2014 for value creation.
- Recipient of the Accenture Stellar - Rising Star award for query optimization strategies.
- Tutored underprivileged children under Teach India Banner 2011.
- Volunteer at Berkeley Animal Care Services since 2016.