Sanjana Rajagopalan

Researcher specializing in AdTech and Revenue Growth

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[LinkedIn](#) | [Portfolio](#)

KEY EXPERIENCE

- **Sr. UX Researcher** - **Etsy** *Mar 2024 - Present*
  - Collaborated across ML and experience teams to execute a mixed-methods learning agenda resulting in clear customer problems, outcomes and recommendations advocating for campaign controls that improved advertiser value.
  - Derived nuanced insights on how Etsy sellers define marketplace value leading to unblocking multiple revenue driving opportunities in the seller services space.
  - Created a user profiling screener through foundational research and survey piloting leading to a personalized onboarding experience for new sellers and early adoption of promotional services.
  - Mentored researchers on craft and career growth and participated in hiring and recruiting initiatives.

- **Product Manager - Etsy Ads** *Apr 2024 - July 2024*
  - Designed and launched a learning experiment to test promoted and organic recommendations from other shops on seller profile pages culminating in neutral results and reprioritization of product roadmap.
  - Led the first iteration of a new desktop and native (iOS) ad module that reduced repetitive recommendations on listing pages through a multivariate experiment, resulting in learnings for a follow-up native experiment and an increase in average order volume by 5%.
  - Improved quality of buyers' ad engagement by launching video autoplay on prominent listing ads leading to an increase in post-click conversion rate.

- **UX Researcher - Etsy Ads** *Sep 2021 - Mar 2024*
  - Led an end-end service blueprinting exercise to derive opportunities for Ads adoption across the seller experience, leading to a 6 month revenue driving roadmap for the product.
  - Planned and executed a 2 month roadmap of mixed-method research (diary study, deep-dive interviews and quantitative survey) with cross-functional squad partners to progressively launch foundational usability improvements to the seller ads dashboard, increasing performance transparency and enabling key decisions on Q1 priorities for 2023
  - Developed behavior-based seller archetypes to direct the Etsy Ads initiative strategy for 2022-23, resulting in targeted campaigns that increased engagement and seller performance through a shared understanding of the target audience.

- **UX Researcher - Walmart Global Tech** *Feb 2019 - Sep 2021*
  - Improved global intranet search abandonment through 4+ foundational studies including live intercept, contextual inquiry, Adobe Analytics data tracking, text analysis and regression analysis
  - Led end-end strategic research to understand employee search behaviors, attitudes and challenges to influence roadmap and investment decisions for the Walmart global intranet.
  - Co-facilitated design thinking workshop with Walmart HR executives to co-create strategic initiatives and OKRs for employee onboarding and growth for current fiscal year.

SKILLS

Skills: Facilitation and strategy planning, Moderated/Unmoderated usability testing, User interviews, Hypothesis testing, Conjoint Analysis, A/B testing, Cluster analysis, Regression modelling, Text analysis, Journey mapping, Service Blueprinting, Information architecture

Tools: Fullstory, Looker, Usertesting, dScout, Optimal Sort, R - Studio, Adobe Analytics, Tableau

EDUCATION

- **University of Michigan | Sep 2017 - Dec 2018**
  Masters of Science in Design Science (specialization in UX Research and Design strategy) | GPA: 3.6/4.0

- **Delhi Technological University | Aug 2011 - Jun 2015**
  Bachelor of Technology in Mechanical Engineering | GPA: 3.4/4.0