

# Arushi Juneja

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UX research leader and strategist with 7+ years of experience addressing complex business challenges through a Human Centered Design approach. My expertise lies in developing a deep and holistic understanding of the business and the people they serve, identifying gaps, prioritizing opportunities to pursue (and not pursue) and creating approaches to identify solutions that meet user needs and organizational goals.

## EDUCATION

### Master of Design Methods

Institute of Design

### MA Design

Carnegie Mellon University

### MBA Business Design

Welingkar Inst. of Management

### B.E. Computer Science

R.V. College of Engineering

## SKILLS

### Research

Research Design | Participatory Design  
| Contextual inquiry | Interviews |  
Dyads | Workshops | Diary studies  
| Observation Research | Concept  
evaluation | Focus Groups | Remote  
research

### Synthesis

User journeys | Personas | Affinity  
Maps | Empathy Maps

## RELEVANT WORK EXPERIENCE

### UX Research Lead, Meta Platforms

SEPT 2019 - PRESENT | CHICAGO, US

Led research for multiple teams simultaneously, across 20+ business and advertising products at different stages of development. Drove multiple white space, large, complex and ambiguous projects, influencing strategic and product decisions, and identifying diversification opportunities. Sought as a subject matter expert for my deep understanding of small advertisers across the company.

#### Small advertiser products and strategy

- Identified research needs based on business goals, designed and conducted studies which resulted in several new and iterative solutions to help resource constrained small businesses onboard, advertise easily and successfully on Meta, and address their biggest challenges.
- Led a complete pivot in the planned strategic direction of a flagship product. Collaborated with product managers, data scientists, product marketing, growth analysts, engineers to combine user research with other data points, clarifying the need for a pivot, resulting in buy-in from business leads. Used human centered design methods to identify a new direction.
- Communicated learnings across diverse functions and leadership levels, impacting short + long term team and business strategy.
- Influenced high complexity efforts across business units, building a shared understanding of user problems and needs, resulting in a consistent, unified strategy to protect 30% at risk revenue, improving team efficiency and consistency in ad products like ad creatives, targeting, insights, and guidance.

#### White space and diversification efforts

- New monetization opportunities: Led efforts to monetize a country, creating approaches to shape the landscape and identify 15+ concrete, high value opportunities from scratch. This included triangulating user insights with log data, trends & market analysis and expert interviews. Created frameworks to prioritize and align on top opportunities with executive leadership. Developed a playbook, to be used as a template to approach other countries more efficiently in the future.
- New business diversification: Designed and executed interwoven Research + Design sprints to shape and evaluate new business ideas through co-design with users and internal ideation and development workshops with top leadership.

#### Community and leadership

- Guided UXRs on their growth and development, skills to prioritize research requests, navigating challenging relationships, overcoming roadblocks.
- Led research roadmapping to align on research priorities across data functions for an org with 4 teams, while also

## Strategy

Connect UXR with other data to create a holistic perspective | Design frameworks at the intersection of desirability, viability, and feasibility | Short and long term | White space and iterative bets.

## Collaboration

Skilled at building strong relationships across functions, teams and leadership levels | Drive alignment and clarity on decisions to build a shared vision.

implementing efficiency and quality improvements in the planning process.

- Improved research quality through programs to amplify UXR expertise and DEI initiatives.
- Collaborated with 3 team leads to improve product roadmapping process and create the vision statement for small advertiser experiences team.
- Built new relationships across teams and business units to ensure greater collaboration and increased efficiency.

## Qualitative Research Consultant

AUGUST 2016 - JUNE 2017 | DELHI, INDIA

- Facilitated co-design and ideation workshops for client in telecom industry to drive innovation through smart offerings.
- Led observation research and co-design of a mobile game intended to sensitize Indian teenagers to gender stereotyping.

## Senior Research Manager, Purple Audacity

JANUARY 2015 - JULY 2016 | DELHI, INDIA

- Translated business goals into research objectives, designed research plans (including defining approach, methodology, sampling, timelines and budgets). Conducted qualitative research for clients across industries and commercial and social sectors, including auto, telecom, healthcare, commercial drinks, and FMCG.
- Research findings informed different business goals, including new product development, concept evaluation, understanding brand equity, creating marketing strategy and more.
- Developed a deep understanding of consumers across demographics, psychographics, and cultures.

## Research Executive, Hansa Research

MAY 2013 - DECEMBER 2014 | MUMBAI, INDIA

- End to end design, execution and management of generative and evaluative research projects, including proposal writing, research instruments, recruitment, fieldwork, presenting, vendor and client management.
- Findings helped clients develop a deep understanding of their customers, their attitudes and behaviors, preferences and decision making, providing insights for creating better experiences.