

# Aaraam (AJ) Granera

Mixed Methods Design Researcher

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## Experience

### UX Research Intern Expedia Group

Feb 2022 - June 2022

#### Flight Fare Class Interviews

- Conducted user interviews and a literature review on air-travel booking behavior to inform design principles on flight fare class upgrades
- Facilitated stakeholder meetings to converge to research questions, incorporate input into the study plan, and provide research insights
- Delivered a research report to a design workshop that kickstarted merchandising and upsell strategy planning for 2H 2023-2024

#### Smart Shopping Eye Tracking

- Designed the first eye tracking study on Expedia's flight booking experience, analyzing gaze points and heat maps to produce findings that informed design thinking for "flight filter attributes"
- Led study plan critiques with relevant stakeholders, collaboratively updating the eye-tracking script to ensure goals were met
- Introduced eye tracking in the flight and transportation domain, reengaging and teaching other UX Researchers with this method through hands-on workshops on iMotions and Tobii software

### UX Research Consultant

Feb 2022 - June 2022

#### Netflix (Berkeley Innovation Contract)

- Researched fandom behavior to analyze Gen Z's interaction with streamed TV show content, to enhance viewer engagement through digital interactive and immersive platform experiences
- Identified pain points in content reach amongst viewers with varied TV show engagement from synthesis of user interviews and survey data
- Presented product recommendations and research insights, kickstarting design strategy and exploration of incorporating interactive technology into extended platform content

### CX Researcher

Apr 2022 - Aug 2022

#### Black Sheep Foods

- Independently spearheaded research on steak cooking and consuming behavior, guiding engineering and design of structured plant-based meat
- Delivered a research report with product recommendations informing Chemical and Flavor Engineers of consumers' pre and post-cooking needs
- Introduced consumer-centered thinking by facilitating research critiques, guiding stakeholders throughout the research process

### UX Research Consultant

Sep 2022 - Jan 2023

#### Goodnotes (Berkeley Innovation Contract)

- Led a team of 4 researchers in developing a mixed methods research roadmap (user interviews, contextual inquiry, survey) to understand learning needs and student collaboration behavior
- Presented a synthesized research report with product recommendations, personas, and a content growth loop to stakeholders, informing product direction and strategy of Goodnotes Community

### Undergraduate Researcher

Aug 2021 - Present

#### Kidd Lab, UC Berkeley

- Lead virtual experiments investigating children's subjective certainty over the course of abstract, logical concept learning
- Independently conducting and transcribing 50+ behavioral experiments into a learning model to predict when confidence changes

## Education

### Harvard University Cambridge, MA

Expected May 2025

Ed.M Learning Design,  
Innovation, and Technology

### University of California Berkeley, CA

Expected May 2024

B.A. Cognitive Science  
Minor in Data Science

## Awards

The Achievement Award  
Program Recipient through  
the Cal Alumni Scholars  
Association (2020)

Hispanic Scholarship Fund  
Scholar (2021)

## Skills

### Research Methods:

user interviews  
eye tracking  
survey design  
ethnography  
contextual inquiry  
expert consult  
literature review  
card sorting  
usability testing  
prototyping  
wizard of oz  
competitive analysis  
personas  
journey & empathy map  
grounded theory  
UX design  
concept testing

### Tools/Languages:

Figma  
UserTesting.com  
iMotions / Tobii  
Python  
R  
Pandas  
Qualtrics  
SQL  
UserTesting.com