

# Chandhana Rao Lingampally

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Mixed-methods researcher with 4+ years of experience translating qualitative and quantitative insights into product and design decisions across digital, service, and experience domains. Experienced in stakeholder collaboration, rapid study scoping, and insight delivery that improves user outcomes and informs business strategy.

## CORE COMPETENCIES & RESEARCH PRACTICE

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- Qualitative research: 1:1 interviews, usability testing, concept evaluation, contextual observation
- Quantitative research: survey design, sampling logic, segmentation, significance testing
- Research frameworks: thematic analysis, JTBD, heuristic evaluation, journey mapping
- Study design and scoping: research planning, method selection based on objectives and constraints
- Insight communication: recommendations, opportunity areas, stakeholder readouts
- Stakeholder collaboration: Product, Design, Content, leadership partners
- Tools: Qualtrics, Dovetail, MAXQDA, Excel, Tableau, Figma, Miro, Jira, Asana
- Process optimization and research operations improvement

## WORK EXPERIENCE

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### UX Researcher

Savannah, GA, USA

*SCADask*

*Nov 2023 – Nov 2025*

- Planned and executed 12+ mixed-methods research studies across digital products, AI-enabled services, and commerce experiences, partnering with design and strategy stakeholders to define research objectives and constraints.
- Applied qualitative and quantitative methods including interviews, surveys, concept testing, and observational research to answer product and experience questions efficiently.
- Analyzed survey and behavioral data using Qualtrics and Excel, validating patterns, segmenting audiences, and translating findings into actionable insights and opportunity areas.
- Synthesized research into clear recommendations that informed product direction, early concept validation, and stakeholder decision-making, while collaborating with writers, designers, analysts, and senior staff to maintain research quality, alignment, and traceability.
- Designed and scaled a structured Excel-based synthesis system adopted across SCADask teams, enabling rapid verification of quotes, statistics, and themes in three to four clicks and improving research speed and accuracy.

### UX Teaching Assistant

Savannah, GA, USA

*Internship, SCAD*

*Sep 2025 – Nov 2025*

- Supported UX seniors through end-to-end research execution, from problem framing and method selection to synthesis and recommendations.
- Coached students on translating qualitative and quantitative data into defensible insights and product-relevant outcomes.
- Taught applied use of Design Research Methods, JTBD, and Business Model frameworks, emphasizing method selection based on research goals.
- Trained students to use the SCADask Excel-based synthesis system to organize, verify, and trace research evidence consistently across methods.

### Design Researcher

Savannah, GA, USA

*SCADpro: CBS Sports Network and The Coca Cola Company*

*Mar 2024 – Nov 2024*

- Led mixed-methods research to understand user needs and evaluate early experience and product directions for workplace and retail experiences.
- Identified behavioral patterns and pain points that influenced experience strategy, functional priorities, and design decisions for enterprise stakeholders.
- Built journeys, service maps, and decision frameworks that aligned cross-functional teams and supported prioritization under real-world constraints.

### Design Lead

Hyderabad, India

*Ameya Design Pvt.Ltd*

*Jul 2020 – May 2023*

- Led user and stakeholder research across 30+ commercial and residential projects to uncover behavioral insights influencing service flows and experience decisions.
- Synthesized research into actionable guidance that reduced revision cycles and improved stakeholder alignment.
- Developed research-backed prototypes and models that validated concepts early and enabled over \$3M in project funding.

## ADDITIONAL EXPERIENCE

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### **Leadership SCAD – Orientation Lead**

*Aug 2023 – Nov 2025*

- Supported large-scale onboarding experiences by coordinating students, families, and staff to improve clarity, flow, and overall participant experience.

### **AI Summit, SCAD – Panelist**

*Mar 2024 & Feb 2025*

- Spoke on AI in design and research alongside industry practitioners from Netflix, Figma, and ServiceNow, contributing practitioner perspectives on rigor and ethics.

### **The Colosseum, India – Design Consultant**

*June 2022 – Nov 2022*

- Led delivery of nine modular retail solutions by coordinating design teams, clients, and vendors to improve execution efficiency and project handoff.

## CERTIFICATIONS

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- Lextant Design Research & Insight Translation™
- Certified Corporate Financial Planning and Analysis Professional (FP&A) LinkedIn • Issued Aug 2023

## EDUCATION

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- **Savannah College of Art and Design**

*Master of Fine Arts in Design Management; GPA: 3.8/4*

GA, USA

Jun 2023 – Nov 2025

- **Jawaharlal Nehru Architecture and Fine Arts University**

*Bachelor of Design in Interior Design; GPA: 3.8/5*

Hyderabad, India

Sep 2016 – Jul 2020