VIDHIKA BANSAL
UX Research & Strategy Lead
CARFAX

Having lived in five countries and having worked in-house and as a consultant at companies large and small (ranging from just 8 employees to 20,000), Vidhika is no stranger to change and adapting to new perspectives and environments. The one thing that has remained a constant across the years, though, is her insatiable curiosity about how people behave. As a UX researcher and design strategist with a background in behavioral science and brand marketing, she combines her love of data analysis, psychology, and storytelling to better understand people’s needs — especially the unarticulated ones — to design products, services, and messages that truly resonate.

KATY CAREW
Research Manager
KNow Research

Katy has an undergraduate degree in Cultural Anthropology and Psychology from the University of California, Irvine and a Graduate Certificate in Health Information Science from the University of Texas, Houston. Currently, Katy is the Research Manager for a qualitative insights consultancy called Know Research. She has used qualitative research in many industries to uncover meaningful insights for her clients. Katy believes in continuous learning in and around the field of qualitative research and is open to new and innovative ways to move this field forward. She believes that one of our goals as qualitative researchers is using the fundamental nature of conversation as a powerful and useful method to help understand people’s needs, wants, motives, belief systems, and culture.

KARI CASCIANO
Founder
Elevate Insights

Kari Casciano is an experienced qualitative market researcher, moderator, and strategist who specializes in helping brands uncover meaningful insights about consumers in their space. Always digging to discover the “why,” Kari asks questions that get to the heart, mind, and actions of consumers in order to answer her clients’ most critical business questions. She has a passion for immersing, understanding and impacting the consumer experience through a variety of leading-edge qualitative research and innovation strategy techniques.
KELLY DONOHUE
Design Researcher
Credit Karma

Kelly came to qualitative research by way of working in service design in Australia and in civic tech in New York. Before that, she studied history through the lens of gender and transportation at UC Berkeley. She currently works at Credit Karma where she spends time thinking about how to demystify the complexities of the financial system to champion financial progress for all.

ANNETTE ESQUIBEL
Design & UX Researcher
The Brightly Co.

Originally hailing from the deserts of Southeastern New Mexico, Annette has always had a love of people watching. During her time at the University of Notre Dame and as a graduate student at Stanford, she was able to hone that curiosity and passion into a research instinct that she has taken with her into a variety of roles. From helping design an ecotourism lodge to saving an Amazonian indigenous community’s endangered land, Annette has based her work in people-centered research aiming to do the most good possible. Currently, she is the sole researcher at a social impact focused e-commerce startup and is loving the opportunity to work so closely with a small but mighty team. Annette feels like she has found her niche and is excited to continue doing qualitative research fulltime, having a positive impact along the way.

SARANSH GUPTA
User Experience Researcher
Department of Work and Pensions, London

Saransh is a User Experience Researcher. He was born in a small town in Punjab, India, did his schooling in his hometown and then moved to Bangalore to pursue a Bachelor’s in Industrial Engineering. There he was introduced to Ergonomics and Human Factors which precipitated a move to England and pursuit of a Master’s. He now works with the Work and Pension Department on the digital transformation of the social security service (Universal Credit).
MOLLY HAGAN
Qualitative Associate
Corona Insights

Molly has an innate curiosity for understanding the human experience. As a kid, she was always asking the question “why,” trying to make sense of the world and people around her. Since joining Corona Insights in 2017, Molly lets her research be inspired by the lessons she learned studying anthropology and injects community understanding and empathy into her research design and analysis. Molly earned a Bachelor of Arts in anthropology from Appalachian State University in Boone, North Carolina. She also earned a Master of Arts in anthropology from the University of Denver, with her research centering on community collaboration and program evaluation within nonprofit organizations.

JACK FLEMING
Product Designer
Academia.edu

Jack Fleming is a UX-focused researcher and designer, currently based out of Berkeley, CA. After receiving his B.S. from Tufts University’s Cognitive and Brain Sciences department in 2013, he pivoted his academic lab research experience into user experience research at athenahealth, where he worked on administrative products for health systems, and patient-access tools. After a few years in Austin, TX, where he worked on Epocrates, a drug-reference tool for physicians, he moved out west to join Academia.edu, a start-up in San Francisco focused on accelerating the world’s academic research.

ALLISON KUPERMAN
Product Designer
Medisas

With two physicians for parents, Allison grew up in and around hospitals – mostly just zooming around the hallways on rolling stools, but occasionally observing the complexity and chaos that is the U.S. healthcare system. Her current focus is applying systems thinking, engineering psychology, an arsenal of research methods, and a love of solving mysteries to help patients and providers navigate complex and highly emotional experiences. She currently works at a medical tech start-up, intending to help hospitals and providers use technology to deliver more effective care. Allison graduated from Tufts University in 2015, where she studied Human Factors Engineering and Communications & Media Studies.
MEGHAN LAZIER
Design Researcher and Strategist
US Federal Government

Meghan Lazier is a qualitative researcher who is interested in civic innovation and design for inclusion. She is a graduate of the Design for Social Innovation MFA program at the School of Visual Arts in NYC. Meghan was a Fulbright Scholar in Hong Kong and organized the first-ever TEDx event in Afghanistan. Her work has been featured in the New York Times and Fast Company.

TYLER MALTBIE
Senior Consultant
C Space

Boston-raised and Midwest educated, Tyler has 7 years of qualitative and primary research experience. He joined C Space after brief career detours into journalism and general management (with The Christian Science Monitor and New Balance, respectively). He currently lives in Boston where he enjoys spending his free time competing in endurance events, taking cooking classes, and serving as a Trustee for a children’s non-profit organization based in Maine.

ABBY MILLER
Sr. Qualitative Research Manager
Magid

Abby graduated from the University of Michigan in 2011 with a major in Communications Studies. After receiving a professional certificate in Strategic Marketing from Northwestern University in 2012, she joined GfK Strategic Innovation focusing on in-person & online qualitative research for CPG new product development. After completing the RIVA Fundamentals of Moderating course, she joined Egg Strategy in 2015, continuing to build on her qualitative research and brand strategy skill sets. She recently completed RIVA’s course in Moderating for Kids & Teens and joined Magid as a Sr. Qualitative Research Manager in late 2018. She is passionate about leveraging qualitative insights in brand strategy work as well as finding meaningful connections between consumer truths and relevant cultural or category trends.
BARB PASZYN
Research Management Associate
Sklar Wilton & Associates

As a Mixed Methods Researcher, Barb exercises both sides of her brain by working in the fields of quantitative and qualitative research. Her journey in marketing research started when she attended Georgian College, and she is now working at Sklar Wilton & Associates. Barb manages projects, moderates, analyzes complex data and presents actionable insights to some of the biggest brands in Canada. She is also starting the first Women in Research (WIRe) chapter in Toronto. When not working on land in the world of research, Barb can be found scuba diving with dolphins and sharks.

SONYA SHEN
Independent Research Consultant & Storyteller

Sonya is a curious researcher who is always digging for the story behind the numbers. She is a storyteller whose mission is to shine a light on people’s experiences and not only uncover latent consumer and user problems, but help create solutions to those problems. A multi-hyphenate researcher with experience in UX & marketing research, qualitative & quantitative research, and client-side & vendor-side research, Sonya has a soft spot for each type. She’s particularly experienced in advocating for and evolving the role of research in the tech industry. Sonya has a B.A. in Economics from UCLA and a Master of Marketing Research from The University of Georgia and currently lives in the San Francisco Bay Area.

ERIN WAGNER
Research Analyst II
Edge Research

Erin Wagner is a market research analyst who works with corporate and non-profit clients to provide insights that drive their business. She is a RIVA-trained moderator and has conducted hundreds of interviews and dozens of focus groups. She is also an actor and writer. Erin holds a B.A. with a dual major in Theater and American Studies from Cornell University and an M.A. in Shakespeare Studies, Text and Playhouse from King’s College London and Shakespeare’s Globe.