

ROHAN SOMJI

ROHANSOMJI.COM

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Driven by a curiosity about people and the environments they inhabit, I cross-pollinate Human Computer Interactions with Culture Studies to uncover diverse solutions to technological pain-points

SKILLS

- Applied Ethnography
- Interviewing
- Interview Coding & Analysis
- Card sorting
- Building Personas
- Surveying
- Research Methodology
- Quantitative Analysis

SOFTWARES

- R Studio
- Jira
- Slack
- Miro
- Brandwatch
- Office
- Excel
- Keynote
- Transcription Softwares

EDUCATION

GEORGETOWN UNIVERSITY

Master of Arts, Communication, Culture & Technology | 2020 - 22 |
GPA 4.0 | SCHOLARSHIP + FELLOWSHIP | Courses: Qualitative Methods,
Statistical Methods, Leading by Design, Survey Methods |

UNIVERSITY OF MUMBAI

Master of Arts, Philosophy | 2017 - 19 | SCHOLARSHIP | Courses:
Semantics, Formal Logic, Philosophy of Language,

UNIVERSITY OF MUMBAI

Bachelor of Science, Physics & Mathematics | 2012 - 15 |

EXPERIENCE

RESEARCH ASSISTANT

MORTARA CENTER FOR INTERNATIONAL STUDIES Jan 2021 - Ongoing

- Teamed with Dr. Roda to generate research-driven empirical findings in Ethno-musicology
- Transcribe, code, and analyze 15+ interviews uncovering actionable insights on how artists manage music production technologies

MANAGING EDITOR (FELLOWSHIP)

GNOVIS MULTIMEDIA PUBLICATION Jan 2021 - Ongoing

- Collaborate with a multi-disciplinary team of 5, to plan a 4-month strategic timeline of the journal content, podcasts & events in an agile environment. [Click here](#)
- Recruit & lead 9 peer reviewers to provide editorial feedback

TEACHING ASSISTANT

MCDONOUGH SCHOOL OF BUSINESS Sep 2020 - Dec 2020

- Guided 20 project teams of 5, to improve business outcomes using Brandwatch, a social media analytic software.
- Troubleshoot technical issues for each team: Set up queries, refine filters for data extraction, for brand tracking

PRODUCT EXECUTIVE

ROHAN ENTERPRISES June 2015 - Aug 2017

- Led and drove renewals through liaison with stakeholders across all levels for the supply of plastic containers to 5 International Flight Catering services
- Addressed client pain-points: defected pieces in supply, delivery issues, and quality assurance

PROJECTS

SPOTIFY QUALITATIVE REPORT

Results of in-depth interviews conducted with 8 Spotify users show how user interactions and music choices are shaped by the social circles they are a part of. Outcome: 3 Detailed User Personas & their stories. [Read](#).

INVESTIGATIVE PROPOSAL FOR AI TRUST ISSUES IN USERS (USER RESEARCH)

What factors impact the user experience of AI? What tactical improvements within the user interfaces of AI systems can help the user trust the AI? Is XAI enough? I propose a mix - methods approach. [Read](#).