Tara Niyogi

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(510) 366-4265
Fremont, CA

Experience

Customer Experience Associate

We're Not Really Strangers • Los Angeles, California
09/2020 - 12/2020

- Provided constructive feedback on marketing & social media content based on community feedback that resulted in over $150,000+ in net sales.
- Developed thorough SOPs & macros for rapidly growing Customer Care team to exceed customer satisfaction goals of 95%.
- Communicated with diverse consumer base about various order & general requests, assisting in increasing average units per order to 1.7.

Prospect Management & Research Intern

University of California - Santa Cruz • Santa Cruz, California
06/2019 - 08/2019

- Identified trends in donation activity of 200+ philanthropic donors
- Forecasted future donation capacities using Python-based algorithm to model statistical analysis
- Validated incoming highly sensitive data to check information integrity & accuracy while independently locating & correcting concerns.

Lead Research Assistant

Spontaneous Communication Lab @ UCSC • Santa Cruz, California
08/2017 - 06/2019

- Recruited and screened over 40+ participants for quantitative & ethnographic psycholinguistic university research through administering psychological tests and demographic surveys
- Established criteria & collected concrete evidence for modifying existing experiment design through participant feedback
- Performed qualitative analysis of 20+ participant interviews using standard linguistic transcription conventions

Education

Cognitive Science B.S.

University of California, Santa Cruz • Santa Cruz, California
08/2019

Concentration: **Human-Computer Interaction**, Minor: **Linguistics**, GPA: **3.67/4.0**

Projects

- Covert Attention Trials (2019) - Conducted quantitative student research on focus of visual information stimuli and covert attention with facial recognition software & eye tracker. Recruited and screened 35+ participants according to vision prescription prerequisites.
- Robot Transcription Project (2017-2018) - Trained & managed team of undergraduate research assistants for linguistic transcription of 50+ AI-conducted participant interviews. Assisted 3 principal investigators across the U.S. in maintaining progress of data analysis.