

# SARIKA PATEL

sarikapatel408@gmail.com  
408-310-8696  
sarikapatel.com

## LEARNING

### IDEO University

*Spring 2021:* Foundations in Design  
Thinking Certificate

### Harvard Extension School

*Fall 2020:* Behavioral Economics  
& Decision Making

### Pennsylvania State University

B.A. in Advertising  
Minors in Psychology & Economics  
*Magna Cum Laude*

## CURRENTLY

On my nightstand — The  
Anthropocene Reviewed  
by John Green

In my shopping cart — Herb  
gardening hand shears

On my phone — Duolingo Plus

## WORK

### Apple | Consumer Research & Insights

*January 2019 - present*

- Lead & design bespoke global research at Marcom across all products, services, and in-store & online experiences
- Leverage qual & quant methodologies to identify insights that inform business initiatives & inspire marketing priorities
- Develop high-impact reports for cross-functional partners including product & creative teams
- Advocate as the voice of the consumer by using innovative research methods that uncover latent consumer needs, attitudes, & perceptions
- Author visually compelling reports to succinctly turn complex data into actionable insights

### Tongal | Creative Strategist

*August 2017 - August 2018*

Clients: Midol, A+D, Regis Corporation

### Grey | Brand Strategist

*April 2016 - July 2017*

Clients: Canon, AARP, T.J. Maxx

### Grey | Account Management

*June 2014 - March 2016*

Client: P&G's Gillette