

SARIKA PATEL

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

BIO

I'm a mixed-method researcher with expertise in transforming research findings into inspiring consumer insights to inform product roadmaps and marketing priorities.

I'm available for pro-bono projects related to sustainability.

EDUCATION

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

WORK

Duolingo 🦉 | Senior Strategist, Brand
& Consumer Insights

February 2022 - present

Apple 🍏 | Brand Strategist, Research
& Insights

January 2019 - January 2022

Designed bespoke global research at MarCom across all products, services, and experiences to answer burning consumer questions.

- Why don't all loyal iPhone users choose a Mac?
- How can we turn apple.com browsers into buyers?
- What drives switching behavior across iOS and Android users?
- What's the role of Fitness+ in an increasingly crowded landscape?

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