

VARSHA JAGDALE

varshajagdale.com | medium.com/@varshajagdale
varsha.jagdale@yahoo.com

PROFESSIONAL EXPERIENCE

VMware | UX Researcher & Designer

July 2016 onwards | interview, focus group, usability testing, concept testing, recruiting

Streamlining complex workflows of infrastructure management tools used by dev-ops and admins. Partnering with product, engineering, UX, IX, field and marketing teams in an agile mode. Conducting end-to-end formative to evaluative research. Presenting insights through brainstorming sessions, prototypes, workflows, and video. Started repository of research insights for a product. Mentored a UX research and design intern. Identified data to be collected via telemetry that might be useful for making UX decisions. Learning virtualization domain, mentoring, and evangelizing user centered design.

Autodesk | UX Research & Design Intern

Jun - Aug 2015 | interview, desk research, journey map

Independently conducted end-to-end research to learn pain points in footwear design process. Discovered opportunities to improve the UX of managing design files, designing intricate patterns and, collaboration workflows. Communicated insights via workflows, personas, and journey map to all levels. Few recommendations contributed towards the user stories of the next release.

Women Who Code | User Researcher (Pro Bono)

Feb - May 2017 | interview, survey, facilitation, recruiting

Conducted research to identify opportunities for helping women excel in their technical career. Conducted brainstorming session to help the team identify next steps based on insights. Learned conducting research as a consultant researcher.

Georgia Tech Smart Home Lab | Research Assistant

Jan - May 2015 | IoT domain, immersive tech experiences

Prototyped an IoT home safety alert system based on the needs of elderly. This team project won in two categories in an Innovation Contest at Georgia Tech.

Georgia Tech EdTech Lab, Children's Museum | Research Assistant

Jan 2015 - May 2016 | ethnography, literature review

Conducted multi-method end-to-end research for a NSF project to explore ways of getting children interested in STEM through informal learning environment of a museum. Conducted literature review, observations & interviews with parent and children. The findings helped shape a larger out-in-the wild research study by the museum curators. Learned narrowing down problem space, working with children and reviewing literature.

SAP Labs | Software Engineer and Scrum Master

July 2011 - Jan 2014 | stakeholder management, project management

Received 'SAP Values Recognition' award for customer engagement and leadership. Analyzed logs of a B2B2C utilities mobile app to suggest performance improvements. Learned project management, stakeholder management, and utilities domain.

RELEVANT ACADEMIC RESEARCH PROJECTS

Explored use of technology to improve physical well being of the elderly. Conducted **field studies** (observations, interview) at an elderly community. Prototyped a Kinect exercise game. Evaluated its reception & enjoyability, effectiveness as exercise, and usability using **Wizard of Oz** technique.

Explored new business opportunity for Amazon Kindle by pulling insights from multiple sources (**market data, competitor analysis, survey, interview**). Identified an opportunity to improve learning experience from technical books. Conveyed the story through a prototype and video.

EDUCATION

Georgia Institute of Technology M.S. | Human Computer Interaction

2014 - 2016 | GPA 4.0

Learned psychology research methods
Won GT Innovation Contest Spring 2015 (teamwork)

Mumbai University | India B.Eng. | Information Technology

2007 - 2011 | Rank 1 of 72

Learned statistics, programming and SQL
Awarded gold medal for highest GPA

SKILLS

Research

Observation
Listening
Interview
Ethnography
Focus group
Wizard of oz
Heuristic evaluation
Concept testing
Usability testing
Competitor analysis
Desk research
Recruiting
Survey
Statistical analysis
Affinity diagram

Communication

Storytelling
Journey maps
Workflows
Persona
User scenarios
Brainstorming session
Prototype
Video

Tech

SQL
Excel
Sketch
Java
Physical Computing

TEACHING EXPERIENCE

Graduate Teaching Assistant for 'tech for social causes' courses at Georgia Tech

Taught web, mobile & wearable programming

COMMUNITY ENGAGEMENT

Part of the **UX evangelist** team at VMware

Volunteer user researcher for WWCode

Mentor for Georgia Tech Alumni Association

Volunteer designer and developer for SAP Labs' financial inclusion project for India

SCHOLARSHIPS

CRA-Women 2015 conference and travel grant

9 scholarships for pursuing a Master's degree