

# VARSHA JAGDALE

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## PROFESSIONAL EXPERIENCE

### VMware | UX Researcher & Designer

July 2016 onwards | interview, focus group, usability testing, concept testing, survey, recruitment

Helping the team build a better understanding of the users (IT admins) and their needs. Working closely with product, engineering, UX to inform strategic and tactical product decisions. Conducting end-to-end research (generative to evaluative), independently or in partnership, remote or in-person and at different avenues such as customer conference and Beta. Conveying the insights through prototypes, verbal stories, presentations, brainstorming sessions. Mentored a UX research and design intern. Initiated collection of UX-related telemetry data for design decisions. Learning prioritization, creating impact, reframing problems and building trust.

### Autodesk | UX Research & Design Intern

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

Conducted research independently to understand pain points in the footwear design process. Recommended product opportunities for better file management, pattern design and collaboration. Communicated insights via personas, journey maps and design concepts to multiple audiences. Some recommendations contributed towards the user stories of the next release.

### Women Who Code | User Researcher (Pro Bono Side Project)

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

Conducted research to identify opportunities for helping women stay or get into technical careers. Facilitated brainstorming session to help the team identify next steps based on insights. Learned conducting research as a consultant researcher.

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

Jan 2015 - May 2016 | field research, literature review

Conducted generative research and prototyped a design concept for a NSF project to explore ways of getting children interested in STEM through informal learning environments. Conducted multi-method research - literature review, observations & interviews. Learned conducting observation, literature review and reformulating problems.

### 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 mobile app to suggest performance improvements. Learned project management, stakeholder management, and utility domain.

## ACADEMIC RESEARCH PROJECTS

Identified a whitespace for **Amazon Kindle** - an opportunity to improve the **learning experience** from academic books. Conducted **multi methods** research (market analysis, survey, interview).

Conceptualized a tool to **learn programming** based on **learning science theories** and insights from literature review and primary research.

Conducted **field research** (observations, interview) at an **elderly** community. Prototyped a Kinect exercise game. Evaluated its reception, effectiveness, and usability using **Wizard of Oz** technique.

## SELECT WRITINGS

[Industry user research: Lessons on creating impact, reframing problems and more](#)

[Mentoring a UX intern: Lessons and tips](#)

## EDUCATION

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

2014 - 2016 | GPA 4.0

Psychology research methods

Won GT Innovation Contest Spring 2015 (teamwork)

### Mumbai University | India B.Eng. | Information Technology

2007 - 2011 | Rank 1 of 72

Statistics, Java and SQL programming

Awarded gold medal for highest GPA

## SKILLS

### Research

Observation  
Active Listening  
Field research  
Interview  
Focus group  
Concept testing  
Usability testing  
Market research  
Desk research  
Wizard of Oz  
Literature review  
Heuristic evaluation  
Survey  
Recruiting

### Analysis

Affinity diagram  
Statistical analysis  
SQL, Excel

### Communication

Persona  
Journey maps  
Scenarios  
Workflows  
Prototype, Sketch  
Video

### Programming

Java  
HTML, CSS, JavaScript

## DOMAINS

Education and career, business tools, sustainability

## TEACHING EXPERIENCE

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

**Taught** web, mobile & wearable programming

## COMMUNITY ENGAGEMENT

**User researcher** - WWCode

**Member** - BayCHI

**Mentor** - Georgia Tech Alumni Association

**Designer, developer** - SAP Labs' financial inclusion efforts in India

## SCHOLARSHIPS

**CRA-Women 2015** conference grant

**9 scholarships** for pursuing a Master's degree