Vaishnavi Mande

Senior UX Researcher / visual storyteller

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Education

MS, Human Computer Interaction, Rochester Institute of Technology — *July 2018 – Dec 2020*
BE, Computer Science, Walchand College of Engineering — *July 2012 – May 2016*

Skills

Interviews, Surveys, Journey Maps, Prototyping, Heuristic Evaluation, (remote) Usability Testing and Field Study

Experience

Juniper Networks — *May 2020 - Current*

Key achievements

- Influenced executive teams, championing impact of UX research using visual storytelling and journey mapping.
- Won the 'Build Trust' award in 2021 for contributions to enhancing customer experiences with support tools.
- Mentored 3 interns, providing guidance to conduct foundational research and create meaningful artefacts.

Senior UX Researcher

- Discovered friction points in customer experience from VOC survey and synthesized past research insights into a journey map to secure executive and stakeholder project buy-in.
- Led multi-phase research program with contextual inquiries and competitive analysis of competitor products.
- Identified actionable insights and partnered with product managers and engineers to drive product roadmap decisions and enhance the user experience for diverse customer segments.

UX Researcher

- Cultivated stakeholder empathy for customers through empathic listening and visual storytelling techniques.
- Strategically triangulated insights by collaborating with product & account teams to shape product roadmaps.
- Conducted usability studies and mapped user behaviors across global customers to craft a refined digital support experience with case management, knowledge base interactions and contract renewals support tools.

UX Intern

- Conducted usability testing to identify the critical user challenges and behaviors in a contract renewal journey.
- Provided actionable UI, accessibility, content, and interaction recommendations all of which were implemented.
- Led the development of a research repository, facilitating the storage & sharing of continuous research insights.

RIT | Research Assistant — *Feb 2019 – Dec 2020*

- Published the long-term impacts of accessibility education using qualitative research in ASSETS 2020.
- Facilitated sign-language interviews with deaf and hard of hearing (DHH) users to identify their challenges and interest in using personal-assistant technology like Alexa. Published findings in W4A 2021.
- Employed Wizard-of-Oz prototyping technique using video prototypes to assess the DHH users' preference to wake up an Alexa device. Published findings in CHI 2021.

PubMatic Inc | Software Engineer — *Jan 2016 – July 2018*

- Optimized webpage and ad load time by developing a Golang linear user sync component.
- Maintained monetization and pricing algorithms to serve ads in 7 milliseconds while optimizing revenue.
- Implemented GDPR compliance support in the user sync components.