

# Yamini Masterson

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## User Experience Researcher | PPL Electric via Motion RCRT (Jul. 2021 -)

- Redesigning Enterprise Service (ESM) – workstation, asset, and helpdesk management on web, mobile, and Interactive Voice Response (IVR) to reduce resolution and wait times and improve self-service for employees

## Qualitative Researcher (Patient centered Healthcare) | BALM Lab, IUPUI (Aug. 2016 – Aug. 2020)

- Co-designed and wireframed individualized data collection tools for 9 brain injury survivors after a narrative study and generated profiles about lived experience of brain injury from analyzing 6 months of data
- Adaptive and adaptable project planning for personalizing methods to fit each participant during pandemic
- Designed and conducted a longitudinal qualitative exploratory study with 9 brain injury survivors

## Research and Design Intern | Children's Museum of Indianapolis (Jul. 2016 – Aug. 2016)

- Interviewed 100+ families and conducted immersion to recommend actionable changes for reducing misconceptions and improving user engagement of an informational kiosk in the cretaceous exhibit gallery
- Ideated and co-designed story-telling based interaction with 25 children (7-12 yrs.), created low-fi wireframes, and conducted formative evaluation

## Design Researcher | Health Innovation Lab, IUPUI (Jun. 2016 – Dec. 2018)

- Conducted artifact analysis within Design Thinking framework and suggested guidelines for improving efficiency and effectiveness of dementia caregiver health information management
- Collaboration with community organizations, project and resource management, relationship building, and conflict resolution

## User Researcher (Clinical Workflow) | VizCom Lab, IUPUI (Aug. 2013 – Dec. 2015)

- Shadowed ICU clinical workflow to reduce human error through visualization dashboard for patient data

## User Experience Designer | Deloitte LLC, India (Sep. 2012 - Jun. 2013)

- Reduced error rate and task completion times of over 8 cross-platform applications for auditors and accountants using elicitation interviews, guerilla research, and medium-fidelity prototyping within Agile Scrum process.
- Worked for entire product lifecycle and coordinated cross-functionally

## User Interface Designer | Infosys Ltd., India (Jan. 2011 - Jul. 2012)

- Designed high fidelity prototypes for over 4 web and native mobile product PoCs independently using ideation and market research for improving (retail) buyers' in-store experience and POS device interaction and (education) engagement and information management in MOOCs

**Skills** A/B testing, Card Sorting, Cognitive Walkthrough, Contextual Design, Diary studies & ESM, Ethnography, Empathy/ Experience/ Journey maps, Heuristic Inspection, Ideation Workshops, Information Architecture, Interviewing, Narrative & Participatory Research, Personas & Scenarios, Storyboarding, Surveys, User Testing

**Tools** Adobe XD, Atlas.ti, Axure RP, Azure DevOps, Balsamiq, Figma, Miro, Qualtrics, Tableau

## Education

**Ph.D. (Informatics - HCI)** | Indiana University (2020)

**B. Tech. (IT)** | JNTU-H, India (2009)