

Yamini Masterson

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Mixed-methods researcher with 6+ yrs. of industry, non-profit, & academia experience, specialize in healthcare

Mixed Methods Service Design Researcher | PPL Electric via Motion Recruitment (Jul. 2021 – Aug. 2022)

- Conducted generative and evaluative research to understand technological and cultural reasons for breakdowns in and optimized process for current service management practice using systems thinking and mixed methods
- Investigated shortcomings of knowledge management practice and redesigned for sustainable self-governance
- Collaborated with multiple agile product teams (Scrum and Kanban) with embedded and in-house agency models

Qualitative Researcher (Patient centered) | BALM Lab, IU Indianapolis (Aug. 2016 – Aug. 2020)

- Devised guidelines and designed data collection tools for chronic illness self-management based on a 6-8 month long remote narrative study, and generated participant portraits about lived experience of brain injury
- Personalized participatory methods with adaptive and adaptable project planning to retain participation, be accessible to neurodivergent participants, and sustain participant engagement during the Covid-19 pandemic

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

- Conducted structured shadowing and interviews with 100+ families to recommend changes for reducing misconceptions and improving engagement on informational kiosks in the exhibit gallery based on Cretaceous
- Ideated, wireframed, and (formative) evaluated content delivery through story-telling based interaction using co-design with 25 children (7-12 yrs. incl. IEP) and collaboration with Paleontology and Interpretation departments

User Experience Researcher | Health Innovation Lab, IU Indianapolis (Jun. 2016 – Dec. 2018)

- Formulated guidelines for improving effectiveness of life information management and healthcare decision making by caregivers for people with dementia based on artifact analysis and narrative interviews
- Collaborated with community organizations to create inclusive design processes and did resource management

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

- Shadowed ICU workflows, physician rounds, hand-off process, and nurses' stations to understand communication gaps in patient data on Electronic Medical Records leading to errors in clinical decision making

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

- Reduced error rate and task completion times of 8+ cross-platform applications for auditors and accountants using elicitation interviews, guerilla research, and medium-fidelity prototyping

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

- Prototyped (Hi-fi) 4+ web and native mobile PoCs (retail, finTech, & edTech) with ideation and market research

Skills A/B testing, Card sorting, Contextual inquiry, Diary studies & ESM, Empathy/ Experience/ Journey/ Process maps, Ethnography, Ideation facilitation, Heuristic evaluation, Information architecture, Interviewing, Narrative & Participatory research, Personas & Scenarios, Service blueprint, Storyboarding, Surveys, User testing

Tools Atlas.ti, Axure, Azure DevOps, Figma, JASP, Jira, Miro, OW, Qualtrics, Tableau, UserTesting.com, Zotero

Education

Ph.D. (Informatics – HCI, Minor – Design thinking) | Indiana University (2020)

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