

MANASA RATH, UX RESEARCHER

Office Address: 4, Huntington Street, New Brunswick, 08901 NJ | Mobile: 865-3094-934 | Email: manasarath@gmail.com |
LinkedIn: www.linkedin.com/in/manasarath/ | Github: https://github.com/RManasa | Twitter: https://twitter.com/rmanasa

SKILLS

- **Programming Languages:** Python, R, SQL, HTML, CSS, JavaScript
- **Tools and Packages:** git, sci-kit learn, pandas, NumPy, ggplot
- **Techniques:** Experimental Design, Survey Creation, A/B testing, Regression, Classification, Clustering, Interviews, Focus Groups
- **Other Softwares/Platforms:** Balsamiq Mockup, Figma, Tableau, NVivo, NodeXL, Qualtrics, Heroku, Amazon Mechanical Turk

WORK EXPERIENCE

Rutgers University

Researcher

New Brunswick, NJ

Sept 2016 - present

- Designed user studies and survey questionnaires to measure users' online information search behavior in remote and lab settings
- Performed literature review from ground up to come up with research questions and hypotheses to produce solutions
- Recruited, scheduled, and administered in-person and remote lab-sessions with participants for user-studies
- Built web-registration system to collect participant data using HTML, CSS, JavaScript, PHP, MySQL Workbench
- Collaborated with software engineers to develop a browser based extension using REST APIs to obtain automatic quality scores for answers on Q&A sites such as Brainly, Stack Exchange, Reddit, Answers.com, Answerbag
- Wrote scripts to perform data cleaning, exploratory data analyses, and conduct statistical analyses for varied data sets
- Published 10+ research papers in data science, and information science along with submitting grant proposals

DataStax

User Experience Intern

Santa Clara, CA

June 2019 - Aug 2019

- Evaluated user-journeys for DataStax products such as DataStax Desktop, Appstax, DSE JAVA Drivers, Cloud Constellation, Insights
- Designed and conducted remote/in-person usability studies along with creating task scenarios, questionnaires, interview guide
- Proposed research roadmaps by collaborating with product, design, marketing, and engineering to focus on maximum impact
- Presented research actionable insights through creative presentations and deliverables across the organization
- Participated in triage meetings with product managers, software engineers to resolve product issues from JIRA tickets

Futurestay

User Experience Intern

New Brunswick, NJ

Feb 2019 - April 2019

- Designed and conducted unmoderated usability studies on usertesting.com to obtain participants' feedback on the product
- Analyzed textual data on product performance using messaging platform such as Intercom, Hub Spot to understand user issues
- Designed, administered, and analyzed surveys and in-depth interviews to understand users' perception and concerns
- Employed card sorting experiments with users, and analyzed data using agreement and similarity scores to understand the information architecture on the company's website

University of Tennessee

Researcher

Knoxville, TN

July 2015 - July 2016

- Build scraper to automatically collect data using Selector Gadget extension by writing R scripts
- Pre-processed and cleaned the data to conduct exploratory data analyses along with conducting statistical analyses
- Conducted semi-structured interviews to understand scientists' perceptions while participating in the publishing model

TEACHING AND MENTORING EXPERIENCE

- Prepared lesson plan, course materials, and assignments for courses: Object-Oriented Programming and Social Informatics
- Graded assignments and provided feedback to the students, updated curriculum for online and in-person courses
- Advised students to develop their online portfolios and resume creation along with mentoring 40+ students in their projects

EDUCATION

- PhD, Communication, Information & Media, Rutgers University, 2020
- MS, Information Science, Indian Statistical Institute, 2015
- BS/MS, Chemistry, University of Delhi, 2012

AWARDS

- Received Graduate Research Scholarship from Institute of Museum and Library Services (IMLS) from 2016 - 2019
- Obtained dissertation grants, conference travel grants, professional development grants

SERVICE

- Student volunteer: Central New Jersey Data Science Meetup (2016 - present)
- Reviewer for several journals and ACM conferences

OTHER SKILLS

Languages English: professional proficiency. Hindi: native.