MANASA RATH, PH.D.

Email: manasarath@gmail.com | Cell: +1 (865) 309-4934 | linkedin.com/in/manasarath | github.com/manasarath

SUMMARY

UX Researcher with 5+ years of experience in **designing solutions for SaaS based products** enhancing their usability, customer-satisfaction, and marketability. Proven track record in providing actionable insights to diverse audience through collection and analysis of **quantitative and qualitative data**.

SKILLS

- **Methods:** Design-thinking, Usability testing, Interviews, Web/Mobile Interface Design, Guerilla testing, Card-sorting, Jobs to be Done, User-Journey, Wireframing, Focus-groups, Persona development, Storytelling, Agile (Scrum), Surveys, Data Visualization
- **Tools:** Tableau, Figma, Balsamiq, Usertesting.com, Qualtrics, Survey Monkey, Google Analytics, NVivo, JIRA, Hotjar
- **Technical:** Python, R, SQL, HTML, CSS, JavaScript, REST APIs

WORK EXPERIENCE

InfoSeeking Lab, Rutgers University   **New Brunswick, NJ**
Research Assistant/Project Leader   *Sept 2016 - present*
- Create **product requirements** focusing on functionality, usability performance of the application resulting in better user experience among key demographics primarily K-12 students & parents
- Conduct **user-research** to understand client requirements, priorities and associated risks resulting in a minimum viable product (an enhanced chrome extension) facilitating better decision-making by users in accessing a question-answering site [Link] [Video]
- Define problems, construct hypotheses and conduct user research; analyze customer funnel data to synthesize **insights increasing user conversion rate** on digital platforms and search engines
- Apply Machine Learning principles to obtain quality scores on Q&A sites to recommend users with superior quality content resulting in **higher user engagement**. [Link]

Datastax [Data Management Platform]   **Santa Clara, CA**
User Experience Intern   *June 2019 - Aug 2019*
- Conducted **generative and evaluative research** for DataStax products to provide recommendations leading to successful implementation in Fortune 500 companies including Walmart, Coca Cola
- Led cross-team triage meetings as **customer advocate and highlighted product issues** to support the team in duration estimation and automation test execution planning for sprint releases impacting multiple teams

Futurestay [Vacation Rental Platform]   **New Brunswick, NJ**
User Experience Intern   *Feb 2019 - April 2019*
- Designed and administered user-research methods such as **surveys, in-depth interviews, bench-marking studies, usability studies** (moderating-usertesting.com) and analyzed resulting data to understand user perceptions and validate product-market fit
- Collaborated with UX designers to test the proposed **mobile/web UI,** along with iterative design process using Jobs to be Done framework to **build delightful user journeys for different personas**

Brainly [Peer-Peer Learning Platform]   **New York, NY**
Mixed Method Researcher   *July 2016 - May 2017*
- Consulted with peer-learning startup in automating the process of eliminating poor quality questions by building machine learning models using textual and contextual features on the site resulting in **reduced manual content deletion** by moderators
- Performed **data pre-processing** to clean, eliminate outliers and build appropriate statistical and machine learning algorithms based on regression, classification, clustering with feature engineering and tuning parameters using Python and R [Code]
- Proposed **high level product feature and pricing/subscription strategies** based on user research and financial KPIs such as annual revenue

The University of Tennessee   **Knoxville, TN**
Research Assistant   *July 2015 - July 2016*
- Collected and analyzed user data from Open Peer Review journals; triangulated the findings using the qualitative data to compare user adoption for the open peer review publishing with regular publishing models [Link1] [Link2]

EDUCATION

- **Doctor in Philosophy (Ph.D.)**, Communication, Information & Media, *Rutgers University*, 2020
- **Master of Science**, Information Science, *Indian Statistical Institute*, 2015
- **Bachelor of Science, Master of Science**, Chemistry, *University of Delhi*, 2012

ACHIEVEMENTS

- Won 21 Grants & Fellowships amounting to $500K+ in research funding
- Received competitive full-ride PhD Graduate Research Scholarship (2016-19), and grants for dissertation/conference- travel
- Contributed as author and reviewer in the field of Data & Information Science; successfully published 10+ peer-reviewed scientific white-papers and contributed presentations (ACM conferences - WWW, CHIIR, ASIST) [Google Scholar]
- Volunteer: Machine Learning and User Experience Meetup (MLUX) [San Francisco/Seattle]