



Melissa Rodriguez Zynda
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Research Interests

Data & Analytics
Retail
The Intersection of
Physical & Digital Spaces
Alleys / Roads / Boundaries
Urban Design
Public / Shared Spaces
Infrastructures

Education

Indiana University
Master of Science 2013
Human-Computer Interaction
& Design
Barnard College
Columbia University
Bachelor of Arts 2010
Anthropology

EXPERIENCE

Experience Strategist - IBM SPSS

Austin, TX / May 2016 - Present

Responsible for creating and implementing experience strategies for the SPSS portfolio of products. Works with customers, stakeholders, design, development, sales, and support to define product direction. Crafts site maps, user journey flows, functional specifications, and other documentation to facilitate clear communication between product management, design, and development and enable rapid delivery cycles.

Offering Manager - IBM Cloud Data Services

Austin, TX / April 2015 - May 2016

Facilitated cross-portfolio collaboration for the "Analytic Experience" within the Data & Analytics section of the Bluemix platform, including the deployment of integrated Jupyter notebooks as part of the IBM Analytics for Apache Spark service. Defined experience/product roadmap through market analysis and involvement with design research. Worked with design, development, operations, marketing, sales, and other business units to plan and deliver user-centric experiences in an agile, "cloud first" environment.

Design Researcher & Strategist - IBM Design

Austin, TX / June 2013 - April 2015

Conducted user research for various Business Analytics products in the portfolio, including Watson Analytics and Social Media Analytics. Worked with Offering Management (formerly Product Management) to define project goals, design direction, and strategy. Evangelized design thinking by instructing and facilitating the generative and evaluative research sections of Designcamp for Product Teams as well as Designcamp for Offering Managers.

Research Assistant - Human-Computer Interaction, Indiana University

Bloomington, IN / January 2012 - May 2013

Worked under Shaowen Bardzell and Eric Stolterman. Performed literature reviews; composed genealogies and contemporary exemplar collections of various technologies/designs in question for faculty research projects, including work sponsored by a grant from Intel.

Experience Designer - Fluid

San Francisco, CA / May 2012 - August 2012

XD intern at Fluid, an e-commerce agency. Projects included the design of a fully responsive e-commerce website for luxury cosmetics brand MAKE UP FOREVER, maintenance design for The North Face, and analytics/strategic reports for Life is Good.

Research Assistant - Department of Anthropology, Barnard College

New York, NY / January - May 2009

Worked under Nadia Abu El-Haj. Coordinated with publishers. Transcribed interviews. Conducted literature reviews.

PUBLICATIONS

Melissa Rodriguez Zynda. 2013. The First Killer App: A History of Spreadsheets. Interactions 20, 5 (September 2013), 68-72.

Farny, J., Jennex, M., Olsen, R., and Rodriguez, M. Anchor: Connecting Sailors to Home. In Proceedings of the 2012 annual conference extended abstracts on Human factors in computing systems. [Placed second in the 2012 Student Design Competition.]