



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

Offering Manager - IBM Cloud Data Services
Austin, TX / April 2015 - Present

Facilitates cross-portfolio collaboration for the "Analytic Experience" within the new Data & Analytics section of the Bluemix platform, including the deployment of integrated Jupyter notebooks as part of the IBM Analytics for Apache Spark service. Defines experience/product roadmap through market analysis and involvement with design research. Works 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.

Administrative Assistant to Phyllis Lowinger, LCSW
New York, NY / October 2009 - June 2010

Compiled home studies for prospective adoptive parents. Planned and oversaw workshops for patients dealing with issues of infertility and adoption as well as educational workshops for mental health professionals.

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.