

PRIYANKA MOHINDRA

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EDUCATION

Georgia Institute of Technology,

MS Human Computer Interaction (MS-HCI)
Atlanta, GA • Expected May 2021 (GPA 3.92/4.0)

Towson University,

BS Computer Information Systems & Business Administration
Towson, MD • August 2015 - May 2019 (3.74/4.0, Cum Laude)

PROFESSIONAL EXPERIENCE

Aara Health, Research Lead

Atlanta, GA • August 2020 - present

- Collaborate with founders of Aara Health, a mission driven organization supporting underserved communities, to create and propagate a safe virtual health & wellness platform for women
- Build and moderate online communities with ~100 participants. Establish research objectives, design surveys, and conduct interviews. Generate insights using quantitative and qualitative analysis
- Publish an academic paper on virtual health & wellness for women that belong to underserved, underrepresented communities

Georgia Institute of Technology, UX Research Lead

Atlanta, GA • June 2020 - present

- Envision and prototype a marketplace for business owners and social media influencers to interact and create bi-directional value
- Engineer and execute a research plan using mixed methods with a focus on participatory design to identify pain-points and user needs
- Create mid-fidelity prototypes to perform heuristic evaluations and usability tests to inform iterations for final prototype

MS-HCI Media and Marketing, Digital Media Strategy Lead

Atlanta, GA • June 2020 - present

- Pioneered the 'Humans of HCI initiative' spotlighting achievements and ongoing research. Increased social media engagement by ~350%
- Kickstarted a rebranding effort in order to streamline the program's brand identity across different media channels
- Curate and manage content, with the media team, for Georgia Tech's MS-HCI media channels. Report KPIs to the Director of MS-HCI program

DataWorks, Graduate Research Assistant

Atlanta, GA • October 2019 - present

- Spearheaded the initiative 'Story of Dataworks' to research and formulate a vision, business model and roadmap for DataWorks, a data services provider and NSF grant recipient that facilitates participation of marginalized communities in computing
- Managed data workers via weekly check-ins, focus groups, and facilitated training programs
- Collaborated with professors, doctoral fellows, and research scientists on a data-literacy publication - accepted at CHI 2021

Square, Inc., UX Research Lead

Atlanta, GA • August 2019 - December 2019

- Co-led a team of UX researchers and designers to develop an integrated omni-channel experience to enable rapid economic expansion and growth opportunities for Square's merchants, while streamlining their end-customer experience
- Executed evidence-based research through field observations, surveys, contextual inquiries, and semi-structured interviews to understand user needs. Performed in-depth quantitative and qualitative analysis of data
- Led usability testing and heuristic evaluations of high-fidelity prototypes to suggest iterations for the final design solution

SKILLS

Research

Usability Testing, Surveys, Interviews, Cognitive Walkthroughs, Participatory Design Research, Ethnography, Affinity Mapping, Journey Mapping, Personas, Quantitative and Qualitative Data Analytics, Qualitative Data Coding, Field Research, Literature Reviews, Languages (English, Hindi & Punjabi)

Design

Interface Prototyping, Wireframing, Storyboarding, Participatory Design, UX/UI Design, Prototyping (low, mid and high fidelity), Physical Prototyping (laser cutting, CAD, 3D modeling/printing), Information Visualization

Tools/Technical

Dedoose, UserZoom, Solidworks, Adobe Illustrator, Figma, Microsoft Office Suite (advanced), Arduino, Java, C++

ADDITIONAL EXPERIENCE

Teaching Assistantships

- Collaborative Design Methods (Spring 2020)
- User Interface Design (Summer 2020)
- Gender and Global Development (Spring 2021)

National Institute of Allergies and Infectious Diseases (NIAID, NIH), Research Intern

Rockville, MD • June 2016 - August 2016

- Supported implementation of a PostgreSQL RDBMS to help organize and prepare data for ongoing research studies
- Performed data analysis & visualization for ongoing studies using Tableau

National Cancer Institute (NCI, NIH), Data Intern

Bethesda, MD • June 2015 - August 2015

- Coded ~700 data packets from diplomatic delegations into an informational database to digitize archives
- Assisted PhD fellows on research and development of prototypes for an interactive oncology interface

HONORS & LEADERSHIP EXPERIENCE

- Undergraduate Commencement Speaker (Valedictorian)
Towson University Class of 2019
- Director of Recruitment, Alpha Gamma Delta (Zeta Delta)
Towson University, August 2018 - May 2019
- Student Leadership Consultant
Student Activities, Towson University, August 2016 - May 2019
- The Student Employee of the Year Award (Nominee)
Towson University, May 2019
- The Tiger Pride Award (Nominee)
Towson University, May 2019
- Provost Merit Scholarship Award
Towson University, August 2015 - May 2019
- Ambassador's Award for Academic Excellence
Embassy of India, 2015

INTERESTS

Global Development, Women Empowerment, HCI4D, ICTD, Photography, Travel, Writing Poetry, Yoga, Running, Painting!