Yamini Masterson

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Human-Centered Design Lead (Public Health) | Global Alliant, Inc. (Mar. 2023 – May 2024)

- Advised three researchers on designing products for piloting changes to Medicare & Medicaid Services by CMS Center of Innovation and led design research for improving data reporting by participating healthcare systems
- Designed UX and Infoviz process for streamlining efforts and reducing time taken for designing research studies
- Collaborated with over ten other companies contracting with CMS and providing services for the initiative

Service Design Researcher (mixed-methods) | PPL Electric via Motion Recruitment (Jul. 2021 – Sep. 2022)

- Conducted generative and evaluative research to discover breakdowns in and optimized processes for service management practice using systems thinking principles and design thinking workshops
- Investigated gaps in the knowledge management practice and redesigned for sustainable self-governance
- Collaborated with multiple agile product teams (Scrum & Kanban) under embedded and in-house agency models

Qualitative Researcher (Patient-centered Health) | BALM Lab, IU Indianapolis (Aug. 2016 – Aug. 2020)

- Devised guidelines and designed data collection tools for chronic illness self-management based on a 6–8-month remote narrative study, and generated participant portraits about lived experience of brain injury
- Adaptable project planning for personalized participatory methods adaptive to neurodivergent participants

Research and Design Intern | Children's Museum of Indianapolis (Jul. 2016 – Aug. 2016)

- Shadowed and interviewed 100+ families to improve engagement on informational kiosks in 'Cretaceous' gallery
- Ideated, wireframed, and (formative) evaluated content delivery through story-telling based interaction using co-design with 25 children (7-12 yrs. incl. IEP) and collaboration with Paleontology and Interpretation departments

User Experience Researcher | Health Innovation Lab, IU Indianapolis (Jun. 2016 – Dec. 2018)

- Formulated guidelines for improving life information management and healthcare decision making by caregivers for people with dementia using artifact analysis and narrative interviews through community org. collaboration

Associate UX Researcher (Healthcare - Clinical) | VizCom Lab, IU Indianapolis (Aug. 2013 – Dec. 2015)

- Shadowed ICU workflows - physician rounds, clinician hand-off process, and nurses' stations to understand communication gaps in patient data on Electronic Medical Records leading to errors in clinical decision making

User Experience Designer | Deloitte LLC, India (Sep. 2012 - Jun. 2013)

- Reduced error rate and task completion times of 8+ cross-platform applications for auditors and accountants using elicitation interviews, guerilla research, and medium-fidelity prototyping

User Interface Designer | Infosys Ltd., India (Jan. 2011 - Jul. 2012)

- Prototyped (Hi-fi) 4+ web and native mobile PoCs (retail, finTech, & edTech) with ideation and market research

Skills
A/B testing, Card sorting, Contextual inquiry, Diary studies & ESM, Empathy/ Experience/ Journey/ Process maps, Ethnography, Heuristic evaluation, Ideation workshops, Information architecture, Interviewing, Narrative & Participatory research, Personas & Scenarios, Service blueprint, Storyboarding, Surveys, User testing

Tools
Atlas.ti, Axure, DevOps, Dovetail, Figma, Jira, Miro, Mural, OW, Qualtrics, R, Tableau, UserTesting, Zotero

Education

Ph.D. (Informatics – HCI, Minor – Design thinking) | Indiana University (2020)

B. Tech. (IT) | JNTU-H, India (2009)