Saloni Vaghela

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Education

Master of Science: Human Factors | GPA: 3.22/4.00

Pennsylvania State University, USA | August 2013 - August 2015

Bachelor of Engineering: Electronics and Communications Engineering | GPA: 8.08/10.00

Gujarat Technical University**,** India | July 2009 - May 2013

Accomplishments

* Published a research paper on improving campus safety using IOT, GIS, and location-based services in 15th International Conference on Information Systems for Crisis Response and Management (ISCRAM) ([Link](https://drive.google.com/open?id=1w2ULKGOPXR8nKX4pSdhzr2DbjeoqPaMx))
* Presented the app stemmed from Master’s thesis to Penn State’s Vice-Provost for campus implementation
* On-Track to become a Certified LUMA Human Centered Design Practitioner by Q3 2018
* Designed end-to-end user experience for 15 mobile apps (Android & iOS) & desktop products
* Customer base at previous company grew from 4000 to 5200 over 7 months due to design driven product improvements
* Increased customer satisfaction by 40% by introducing mobile feature to track employee timecards digitally
* Reduced product development cycle time by 2 months by introducing design sprints
* Created a statistical scale to measure entrepreneurial skillsets among Moroccan engineers
* Increased task identification accuracy by 30% in app used by first responders by introducing visual cues & task reduction

Skill Set

Interviewing, Contextual Inquiry, Heuristic Evaluation, Think-Aloud Testing, Diary Studies, Stakeholder Mapping, Concept Mapping, Affinity Clustering, Importance/Difficulty Matrix, Abstraction Laddering, Rose Thorn Bud, Creative Matrix, Personas, Use Cases, Storyboarding, Usability Testing, A/B Testing, Concept Posters, Schematic Diagramming (Site Maps and Wireframes), Content Analysis, Interaction Design, Mobile User Experience, Information Architecture, Statistical Analysis, Data Visualization, R, SPSS, AMOS, Paper Prototyping, HTML/CSS Prototyping, Balsamiq, Invision, InDesign, Illustrator, Photoshop and more

Work Experience

Senior Service User Experience (UX) Designer  
Cummins Inc. | November 2017 to Current

Leading product design for a mobile app used by service technicians globally to troubleshoot diesel engine failures. It aims to provide the right information to diagnose engine faults at right time directly in their hands and helps the end user get on the road sooner. Partnering with cross functional business leaders to identify challenges & opportunities for the consumer & business.

* Collaborating with 5 PMs, 10 developers, 2 visual designers, 5 engineers, & multiple customer support personnel located around the world to create and implement user centric design solutions using Agile development
* Developing and conducting user research studies including stakeholder mapping, A/B testing, contextual inquiry, surveys and prototype testing with Cummins distributors, dealers and independent technicians to identify problems at early stage
* Utilizing research findings to improve the app by generating tangible insights
* Creating UX specifications, high fidelity InVision prototypes, user flows, & content strategies to guide the design process

User Experience (UX) Designer  
Foundation Software Inc. | November 2015 to November 2017

First UX hire for FSI, fastest growing construction accounting software company in the US with $2bn individual client size. Led the development of intuitive and engaging interactions and experience designs for web & mobile platforms.

* Designed end-to-end user experience for 15 mobile apps (Android & iOS) & desktop products.
* Developed the company’s first ever design guidelines to provide the framework for existing & future products
* Conducted in-depth interviews, surveys, concept generation & mapping to provide clear product design recommendations
* Established processes for standardizing usability testing & analysis and were implemented throughout the company
* Reduced product development time by 2 months by introducing design sprints
* Increased customer satisfaction by 40% by introducing mobile feature to track employee timecards digitally
* Customer base has grown from 4000 to 5200 customers over a period of 7 months

UX Consultant   
Pennsylvania Technical Assistance Program (PennTAP) | February 2015 to September 2015

Provided user experience and creative design consulting for local tech startups in Penn State’s business consulting wing

* Conducted heuristic evaluations of their existing website/app to assess product’s usability & provided recommendations
* Created personas, developed information architecture & interface design for startups’ various interaction mediums
* Built interactive prototypes for demonstrations to clients and carried out usability testing to make informed design decisions
* Deployed design guidelines document to facilitate development of future versions of the app/website

Research Assistant   
BRITE Lab | August 2013 to June 2014

Led a cross-functional team based out of the US and Africa to investigated entrepreneurial motivations and challenges among engineers in Morocco for promoting entrepreneurship.

* Conducted contextual interviews, focus groups & surveys to collect data
* Performedfactor analysis using IBM SPSS & Amos & verified factor validity using principle component analysis
* Created a statistical scale to measure entrepreneurial skillsets among Moroccan engineers at p<0.05

Interaction Designer, Next Generation Incident Command System Project   
MIT Lincoln Lab, Department of Homeland Security & Penn State University | January 2014 to May 2014

Collaborated with a diverse team from DHS and MIT Lincoln Lab to design interface of an app and wearable router to be used by first responders to share critical information in emergencies. Performed usability testing with first responders to understand their needs and make informed design decisions.

* Created task flows, paper prototypes, & mock-ups to effectively communicate design & product requirements
* Increased speed & task identification accuracy of app & router by 30% by introducing visual cues & task minimization
* Performed live usability testing of the redesigned app and wearable router with first responders

Master’s Thesis  
Pennsylvania State University | August 2014 to August 2015

Designed and developed an app for security & emergency response by integrating Pebble smartwatch & GPS Locator.

* Created personas, developed storyboards and use case scenarios to communicate design needs of the target users
* Conducted usability testing of app with students, faculty & staff members of Penn State
* Published research paper on this topic in the 15th International Conference on Information Systems for Crisis Response and Management (ISCRAM)
* Presented the solution to the Vice-Provost of Penn State for campus implementation

Leadership

President  
Human Factors & Ergonomics Society, Penn State Chapter | September 2014 to August 2015

* Managed a team of 10 people & planned budget of $10,000 to organize educational seminars and alumni events

Team Captain  
Under-19 Gujarat State Tennis Team, India | August 2006 to December 2008

* LedUnder-19 Gujarat State Tennis Team to bronze medal in team and individual events for two consecutive years
* Ranked #1 player in Under-18 Women’s Tennis in Gujarat state at 14 years of age