

Ravi Jangir

ravijangir-work.github.io

UX Researcher | 3 years of experience | Curious, data-driven, user advocate, passionate about researching AI experiences & making technology more intuitive for all.

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EDUCATION

Indiana University, Bloomington, Indiana, USA

August 2023 – Ongoing

Master of Science (MS) in Human Computer Interaction and Design | **4.00/4.00**

Indian Institute of Technology (IIT) Bombay, Mumbai, India

July 2018 – May 2022

Bachelor of Technology (B.Tech.) in Chemical Engineering | **7.84/10.00**, Minor in IDC School of Design | **8.80/10.00**

WORK EXPERIENCES

Rubrik, Palo Alto – *UX Research Intern*

June 2024 – August 2024

Ruby GenAI's evaluative research ↗

- Led research to evaluate the UX and usefulness of Ruby GenAI's beta feature for generating Help Center summaries.
- Conducted 5-day diary studies with 6 participants, gathering 17 responses on their interactions with Ruby, followed by in-depth interviews to clarify insights.
- Leveraged Dovetail to analyze qualitative data, identifying six key pain points. Proposed design enhancements focused on **transparency, explainability, and personalization, leading to a 30.8% increase in satisfaction** with Ruby's response.
- Discovered **4 new use cases** where Ruby AI can be integrated **influencing product strategy for the next 2 quarters**.

Help Center's quantitative analysis

- Conducted mixed-methods research, combining quantitative analysis on Mixpanel with qualitative data, to uncover reasons for low usage of the in-product Help Center in Rubrik Security Cloud.
- Defined key metrics and visualizations in Mixpanel, producing detailed reports that identified **3 critical areas of low usage**, content issues and proposed actionable recommendations for improvement.

Postman, Bengaluru – *Product Designer*

April 2022 – July 2023

- Spearheaded the design of a new assistive API authorization experience, making the process of sending API requests easier and faster. Led user testing with 9 participants **resulting in a 21.2% increase in successful requests**. ↗
- Led contextual inquiries and workshops with stakeholders to identify key performance metrics and provide actionable improvement recommendations for API producers, **leading to a 5.2% increase in API forks**. ↗
- Collaborated with Product Managers and Engineers to analyze user data, driving a data-informed redesign of the Public API Network. Leveraged ML models to deliver dynamic content, **boosting click rates on network pages by 29.1%**. ↗

Marsh McLennan, Mumbai – *UX Design Intern*

May 2021 – August 2021

- Initiated & executed 6+ semi-structured remote user interviews over the globe to understand employee learning methods.
- Created a responsive e-learning website **benefiting 40k+ employees** in learning a new communication platform.
- Enhanced website experience through usability testing with 5 participants & established research templates, guidelines, and 5 KPIs for performance evaluation, achieving a **91.2% satisfaction rate among users**.

ACADEMIC LAB EXPERIENCES

Abortion Storytelling, ProHealth Lab, Indiana University – *HCI Researcher*

October 2023 – June 2024

- Utilized the Asynchronous Remote Community (ARC) method with 22 participants to explore online abortion story sharing, focusing on how research-informed strategies amplify narrative impact to reduce stigma.
- Analyzing abortion stories to build an ecosystem map & design interventions to help women in their abortion journey.

GenAI Suggestive System, HCI Lab, IDC School of Design – *HCI Researcher* ↗

August 2021 – March 2022

- Conducted mixed-method research to analyze the influence of next-phrase AI suggestions on writers' writing process.
- Collected rich qualitative data through concurrent and retrospective think-aloud protocols in 14 remote trials with users.
- Analyzed the data with thematic analysis, providing recommendations on **personalization, explainability, customization**.
- Co-authored a research paper which was awarded '**Best Honorable Paper Mention**' by ACM IUI 2023 at Sydney.

SKILLS

User Research: Field Visits, User Interviews, Contextual Enquiry, Ethnography Research, Surveys, Statistical Analysis, Affinity Mapping, Card Sorting, Benchmark Studies, Heuristic Evaluation, Journey Mapping, Prototype Testing, A/B Testing, Co-design

Design: Information Architecture, Wireframing, Visual Design, UX Design, UI Design, Storyboards, Mockups, Design System

Tools & Code: Figma, Sketch, Adobe Suites, Python, R, Tableau, MySQL, HTML, CSS, JavaScript, C++, Mixpanel, Dovetail