



POOJA KANSAGRA

User Experience Designer

poojakansagra.myportfolio.com | linkedin.com/in/pooja-kansagra | pooja.kansagra11@gmail.com | (732) 395-8738

EDUCATION

Rutgers University | New Brunswick, New Jersey September 2017 - May 2022 (Anticipated)

M.B.S. in Computer and Information Technology for User Experience Design

B.A. in Cognitive Science (Honors) and Psychology (Honors), B.S. in Public Health | GPA: 3.7

- Joined as an undergraduate student in the 4+1 program for the Master of Business and Science
- Triple major with a Health Disparities certificate
- Psi Chi (international honor society), Eta Sigma Gamma (national health science and education honor society), Cognitive Science Club, Alpha Gamma Delta, Blueprint (XD) Design Club, and Founder of Turning Point USA chapter at Rutgers University-New Brunswick
- Psychology Honors Thesis analyzes racial healthcare disparities between Black and White pregnant women

RECOGNITIONS

Dorothy and David Cooper Scholarship Summer 2020 Fellowship | New Brunswick, New Jersey April 2020

Scholarship recipient

- Won grant funding of \$3,800 by the university for the Medical Provider Decision-Making study that analyzes racial healthcare disparities between Black and White pregnant women

Rutgers University Undergraduate Research Writing Conference | New Brunswick, New Jersey April 2019

Research nominee

- Nominated for research proposal after completing at the top of the class in the course Scientific and Technical Writing (355:302)
- Research recognized biotechnology's influential role within the vegan and gelatin industries for a profit of over \$7 billion
- Interviewed with executive members from Gelita (world's leading manufacturer in gelatin) and CEO, Alex Lorestani, from Gelita (collagen biotechnology company)

RESEARCH EXPERIENCE

Universal Accessibility Research (UNAR) Labs | Portland, Maine May 2020 - August 2020

Accessibility User Experience Research Intern

- Producing accessible, multisensory iOS application designs for children with visual impairments that are preparing to take the SATs
- Designing technologies based on user evaluations, personas, recruitment, focus groups, usability tests, analysis, and feedback

Human-Computer Interaction and Security Engineering Lab | Piscataway, New Jersey October 2019 - Present

User Experience Research Assistant

- 45-minute semi-structured interviewing with various user populations (truck drivers, police officers, super-users, etc)
- Investigating usability, engagement, performance, dependency, perceptions, and safety of Google's Waze navigation application

Racism, Identity, Coping, and Health (RICH) Lab | Piscataway, New Jersey March 2019 - Present

Psychology Research Assistant

- Questioning participant for eligibility and assembling physiological equipment (electrodes)
- Tracking their data on graphs to investigate racial bias within a 2-hour double-blind study

LEADERSHIP EXPERIENCE

Cognitive Science Club at Rutgers University | New Brunswick, New Jersey March 2020 - Present

President [former Marketing/User Experience Director and Vice President]

- Delegating tasks to 12 e-board members, facilitating weekly e-board meetings and creating agendas, overseeing \$5,000 of annual budget, and updating club missions
- Collaborating with the Executive Director of the RU Center of Cognitive Science for creating alumni database
- Marketing events via social media that increased event attendees by over 140%
- Streamlining branding and designing graphic flyers, logos, website, and RuCCS database

Alpha Gamma Delta at Rutgers University (Lambda Delta chapter) | New Brunswick, New Jersey November 2019 - Present

Director of Academic Enrichment

- Developing effective academic enrichment strategies to provide chapter members information on available opportunities
- Submitting the annual officer budget request for chapter with over \$1,000,000 in funds

SKILLS

- **Languages** | English (Native), Spanish (Intermediate), and Gujarati (Basic)
- **Tools** | Figma, Adobe Creative Suite, Canva, Survey Monkey, Asana, Trello, ConstantContact, MailChimp
- **UX Research and Design** | Wireframing, Prototyping, User Research, User Evaluations, User Interviews, Personas, Focus Groups, Storyboarding, Agile Methodology
- **Clinical Research** | Electrocardiograph (ECG), CNAP Blood Pressure Monitor, and Neuropsychological Assessment Batteries (NAB)