Vishakha Joshi

San Francisco |425-577-0313| j.vishakha@gmail.com | Linkedin | Portfolio Link

WORK EXPERIENCE

UX Content Strategist — December 2021-Present
Torrid | Remote

- Lead end-to-end product initiatives, translating business requirements, customer insights, and performance data into strategic product improvements.
- Drive cross-functional collaboration with product, engineering, and analytics to identify usability gaps, optimize digital experiences, increase customer engagement by 30%, and reduce drop-off by 80%.
- Own UX enhancements across product listing pages (PLP), product detail pages (PDP), cart, and checkout, leveraging human-centered design and data-driven insights to improve the customer journey and generate $3M in incremental revenue.

Experimental Design for Asthma App – Master Thesis. — August 2024 - May 2025
San Jose State University

- Designed and conducted an IRB-approved research study with 24 participants to evaluate patient education formats, measuring comprehension, engagement, and cognitive workload.
- Analyzed quantitative data using SPSS and ANOVA, synthesized qualitative findings, and translated research results into actionable recommendations, identifying video-based instruction with audio as the strongest format for comprehension.

Market Analyst — March 2019 – October 2020
Zillow | Seattle, WA

- Conducted market research and analyzed county-level housing data, property trends, and pricing patterns to generate actionable market insights and support data-driven business decisions.
- Evaluated real estate market opportunities using proprietary pricing algorithms and quantitative analysis, informing pricing decisions for approximately $3.5M in real estate transactions daily.
- Analyzed housing submarkets and local pricing trends, identifying market opportunities and patterns that improved pricing accuracy by 49%.

EDUCATION

San Jose State University, MS in Human Factors and Ergonomics — San Jose, CA

University of Washington, BS in Business Administration (Finance concentration) — Seattle, WA

SKILLS & TECHNOLOGIES

PRODUCT & RESEARCH: Product Strategy, Human-Centered Design, Usability Testing, Formative Research, Task Analysis, Workflow Evaluation, Research Protocol Development, Qualitative & Quantitative Analysis, Data-Driven Decision Making, KPI Analysis, Product Optimization, Design Recommendations, ANOVA, SPSS

Tools: Figma, Axure, Microsoft Office (Excel, Word, PowerPoint, Outlook)