**Vishakha Joshi**

Human Factors Engineer & UX Designer

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**EDUCATION**

**MS in Human Factors and Ergonomics, San Jose State University (SJSU),** San Jose, CA 2025

Graduate Student Council, HFE Member

**BS in Business Administration, University of Washington, Seattle**, WA 2017

**RELEVANT WORK EXPERIENCE**

**UX Content Strategist** Torrid, Remote December 2021-Present

* **Partner with clients** and cross-functional teams to define project scope, user stories, and delivery timelines aligned with strategic business and user experience goals.
* **Lead usability testing** initiatives and synthesize findings to inform UX strategy, content design, and product enhancements across responsive web and mobile platforms.
* **Collaborate within Agile teams** to define design requirements, manage sprint priorities, and support cross-functional alignment—bridging UX and light product management responsibilities to ensure timely delivery of user-centered solutions.

**SELECTED PROJECT EXPERIENCE**

**Experimental Design for Asthma App,** SJSU Present

* Design and evaluate an educational app that supports patients and caregivers in using asthma metered-dose inhalers through multimodal formats (video, audio, and augmented reality).
* Apply human factors and cognitive psychology principles to inform instructional content and interaction design, ensuring clarity, accessibility, and behavior change.
* Conduct task analysis and usability testing to assess user performance, identify pain points, and validate design effectiveness through goal-based scenarios and observational data.

**Usability Testing for Microsoft Teams**, SJSU May 2023

* Conduct usability testing for Microsoft Teams in collaboration with peers, rotating through key roles including moderator, behavioral note taker, and performance analyst to capture comprehensive user insights.
* Develop user research materials including goal-based tasks, testing scenarios, consent forms, and interview scripts to ensure structured and ethical testing procedures.
* Deliver a professional research report with actionable recommendations grounded in human factors principles and cognitive psychology, tailored to meet client objectives.

**SKILLS**

HTML CSS (Foundational), Figma, Micro, Figmjam, Jira, MS Office & Teams, Adobe, Documentation and Reporting, A/B Testing, Agile and Lean UX, Product Requirement gathering, Accessibility (WCAF Standard), Task Analysis, Wireframe & Prototype, Usability Testing (Moderated & Unmoderated), Responsive Design