**Vishakha Joshi**
San Francisco, CA | 425-577-0313 | j.vishakha@gmail.com | [Portfolio Link](https://www.vishakhajoshi.com/) | [LinkedIn](https://www.linkedin.com/in/vishakhajoshi) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**EXPERIENCE**UX Content Strategist December 2021 – Present

*Torrid*

* Streamline e-commerce workflows by mapping customer journeys and conducting task analyses, collaborating with designers and researchers to reduce user friction and support decision-making across mobile and desktop platforms.
* Drive measurable business impact by leading UX redesigns that deliver $4.1M+ in incremental revenue, including gains from product listing page improvements and increased cart conversion.
* Incorporate personalized product recommendations across product description pages and cart, as well as outfitting product description pages in the mobile app, generating $3.4M+ in additional revenue across web and app channels.

Market Analyst March 2019 – October 2020

*Zillow*

* Identified and implemented new and innovative approaches to disseminating information and knowledge to our team and customers.
* Analyzed properties using county data and Zillow’s algorithms to determine the offer price for roughly $3.5 million of real estate each day.
* Performed and maintained knowledge of housing submarkets through market research and collaboration with teams all over the country.

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**HEALTHCARE & RESEARCH EXPERIENCE**

Volunteer – Patient Support Service September 2025- Present

Sutter Health, San Francisco, CA

* Communicate effectively with patients and families from diverse cultural backgrounds, fostering trust through empathetic interactions and bilingual support when needed.
* Observe and report any workflow or communication gaps to staff to enhance patient safety and improve insights into healthcare operations and human factors in clinical settings.

Experimental Design for Asthma App – Master Thesis August 2024 - May 2025
*San Jose, CA*

* Developed an interactive mobile app that educates patients and caregivers on the use of metered-dose inhalers through video, audio, and augmented reality formats.
* Findings indicate that audio-enhanced content significantly aids learning, while text-based instructions in augmented reality (AR) environments could benefit from design enhancements to minimize cognitive strain.

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**EDUCATION**Human Factors and Ergonomics, M.S. August 2022 – May 2025

*San Jose State University*

Business Administration, B.A
*University of Washington*
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**AWARDS**

* 2023 Traffic Flow Management – Application Integration Design Challenge finalist (managed by the NIA on behalf of the FAA)
* 2024 Gold Student Chapter Awards presented by Human Factors and Ergonomics Society

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**SKILLS**Usability Testing, Data Analysis, Contextual Inquiry, Heuristic Evaluation, Content Strategy, Plain Language, Survey Design, AR/VR, Task Analysis, User Interviews, FDA/ISO, Use-Related Analysis, Figma, Axure