

Bhavna Bhavanishankar

UX Researcher and Strategist

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EXPERIENCE

Research Assistant: SCADask

Savannah College of Art and Design

Savannah GA | Jan 2023 -

- Building guidelines and processes for research for SCAD's new research team dedicated to publishing student research theses and projects.
- Working with Qualtrics on small-scale and large-scale surveys, catering to diverse demographic groups.
- Building a repository of secondary research backed study opportunities.

User Research Intern

The Smithsonian Institution - NMAI

Washington DC | Jun - Aug 2022

- Examined qualitative educational research for workshop-framing.
- Utilized iterative research practices for short and long-term strategic evaluation planning.
- Developed evaluation tools to support NMAI's education programming.

Project Lead and UX Research & Strategy Lead

MGM Resorts International

SCADpro | Mar - Jun 2022

- Managed a collaborative team to create solutions for entertainment in the Metaverse.
- Headed concept ideation and development through iterative design processes.
- Conducted primary research for concept and usability testing for VR and multi-modal adoption.
- Built the strategy framework for solution positioning.

UX Research Lead and Content Strategy Lead

3M

SCADpro | Sep - Nov 2021

- Redesigned relevant research frameworks to facilitate primary and secondary research in the field of healthcare innovation.
- Created, wrote, developed and edited content for AR and VR user interfaces and process documentation.
- Handled managerial and client communication responsibilities.

UX Research Lead

Mobile Airport Authority

SCADpro | Jun - Aug 2021

- Recontextualized research frameworks to suit a branding-oriented study.
- Conducted primary field research of the Gulf Coast of Alabama aimed at mapping opportunities for the growth of the region's tourism.
- Synthesized research data to create actionable insights.
- User-tested concepts to map potential branding impact of each.

Researcher and Facilitator

Lalaji Memorial Omega International School

Chennai, India | 2020 - 21

- Conducted experimental research in Printmaking to identify opportunities for novel method overlaps.
- Designed curriculum for 120+ high school students on the theoretical and practical aspects of printmaking and Indian Art History.
- Identified educational application opportunities through collaborative facilitation.

EDUCATION

MFA Design Management | Grad: 2023

Savannah College of Art and Design

Recipient of the Presidential Medal

MFA Thesis: Multisensory Engagement in Learning Experiences

Master of Design (MDes) | Grad: 2020

National Institute of Fashion Technology

Specialization in User Experience Design

BSc Visual Communication | Grad: 2018

MOP Vaishnav College for Women

Specialization in Ad Photography

SKILLS

Professional

Research Planning
Qualitative Research
Evaluative Research
Contextual Inquiry
Ethnography
Strategic Planning
Trendmapping
Systems Thinking
Workshop Facilitation
Rapid Prototyping
Wireframing
Usability Testing
Change Management
Data Analysis
Data Visualization
Content Writing
Graphic and UI Design

Technical

Figma
Miro
Adobe Illustrator
Adobe Photoshop
Microsoft Excel
Qualtrics
Alchemer
Nvivo
Atlas.ti

Interpersonal

Creative Collaboration
Agile Project Management
Training and Facilitation
Problem Solving
Strategic Thinking
Non-violent Communication

LEADERSHIP & ACHIEVEMENTS

Presidential Medal and Outstanding Achievement Award, Savannah College of Art and Design (2023)

SCADpro Ambassador, Savannah College of Art and Design (2021-)

Graduate Mentor, Savannah College of Art and Design (2021-)

1st Place, University-wide SCADpro + MORSCO Challenge (2020)

First Rank Holder in English, M.O.P. Vaishnav College for Women (2015-18)

President: Create Club, M.O.P. Vaishnav College for Women (2017-18)

Speaker and Delegate, United Nations Video Conference: "Empowering Youth for Peace and Sustainable Development" (2014)