TEJASWINI JOSHI, PhD

UX Researcher | Human–Computer Interaction | Emotional UX & Design Strategy
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Professional Summary

Senior UX researcher with 6+ years of qualitative research experience, spanning academic inquiry, applied design research, and independent consulting. Rooted in humanistic HCI, my research centers people as thinking, feeling, culturally grounded beings instead of just users. I bring a strategic, emotionally attuned lens to product development, generating insights through interviews, contextual inquiry, usability testing, and interpretive analysis. **My work enables design choices that reflect emotional resonance, ethical integrity, cultural context, and human-centered impact.**

Skills

User Interviews, Contextual Inquiry, Diary Studies, Usability Testing, Journey Mapping, Thematic Analysis, Research Strategy, Stakeholder Alignment, Emotional UX, Sociotechnical Systems, Ethical Design, Inclusive Research, Cross-Functional Collaboration

Relevant Experience

Founder & Lead UX Researcher
Theory-Praxis Collective | Remote | Jul 2025 – Present

- Lead mixed-method UX research projects focused on emotional UX, inclusive design, and research-to-strategy translation.
- Design and develop the Shadow Jay Deck™ - a reflexive tool for UX researchers, designers, and HCI practitioners to support emotional UX, fieldwork reflection, and personal exploration.
- Conceptualize and prototype the Design Strategy Deck - a visual, emotionally aware framework inspired by the IDEO Method Cards, but grounded in a Humanistic Ethnographic Thinking™ approach. The deck helps researchers and designers navigate reflexivity, emotional insight, and ethical decision-making in UX and HCI contexts.
- Offer user interviews, diary studies, and interpretive analysis as core research services — designed to uncover deep insights across sociotechnical systems and support ethically grounded, context-aware design.

Graduate Researcher
Penn State University – College of Information Sciences and Technology
University Park, PA | 2019 – 2025

NSF-*Funded Research on Sociotechnical Systems and Human–Computer Interaction*

- Conduct research in human–computer interaction focused on sociotechnical systems, infrastructure, and everyday technology use
- Lead field studies using ethnography, diaries, and contextual inquiry — including NSF-funded research on sustainable farming communities
- Analyze qualitative data to uncover insights on behavior, emotion, and design implications
- Translate academic findings into frameworks that inform ethical, inclusive, and culturally grounded UX strategy
- Present research across disciplines in both scholarly and practitioner-facing venues

Education

PhD, Human–Computer Interaction
Penn State University – College of Information Sciences and Technology, 2025
BE, Computer Engineering
Savitri Bai Phule Pune University, 2010

Other Experience

QA and Automation Lead | Capgemini India | 2015-2018
QA and Data Quality Engineer | TCS India | 2010-2016

Gained foundational experience in systems thinking, iterative testing, and cross-functional collaboration — skills that continue to inform my UX research practice.