

Hema Malini Waghray
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Summary Statement

Dr. Waghray is an archivist and user experience researcher with industry, non-profit and teaching experience. Hema Malini's interests span introduction to sociology, research methods, digital communication, ethnography, and more which she aspires to explore through teaching.

Education and Professional Training

Winter School 2020: The Southern City and the Pandemic November 2020
Full Stack Developer: Rutgers University, New Brunswick NJ 2017
Contextual Research for UX Design: Rutgers University, New Brunswick NJ 2015
PhD Sociology: University of Hyderabad, Hyderabad TS 2007
 Dissertation topic: Culture of consumption in urban India: A Study of middle class in Hyderabad
 Advisor: Prof. Vinod Pavarala
MPhil Sociology: University of Hyderabad, Hyderabad TS 1997
 Final seminar: Media audience research on middle class in Hyderabad.
 Advisor: Prof. Hari Babu Ejnavazrala
Journalism Diploma: Bhartiya Vidhya Bhavan, Hyderabad TS 1995
M. A Sociology: University of Hyderabad, Hyderabad TS 1994
 Final seminar: Social construction and the meaning of "merit".
 Advisor: Prof. Satish Deshpande
B.A Sociology, Psychology, English Literature: Osmania University, Hyderabad TS 1989

Employment History

Research and Industry Experience

Archivist: Brahma Kshatriyas of Hyderabad

Belle Mead, NJ February 2019- Present

- Ethnographic method-based research on the Brahma Kshatriya Community in Hyderabad
- Historical research on the area, literature review, archival research at State archives
- Initial screening interviews, envisage and prepare treatment- 40 participants 70+year old
- Set up interviews, conduct in person interviews, maintain appropriate documentation
- Interviews on zoom/skype with participants to continue research
- Collection of data, pictures and material objects
- Treatment of visual, video, material data, presentation to stakeholders
- Collaborate with Kalakriti Archives staff for assistance with project
- Grants and fellowship proposal writing to fund project

Founder and Editor: choosingwellness.org

Belle Mead, NJ May 2018- April 2020

- Exploratory and UX research on wellbeing, apps/products and services
- Layout design, team building, participant/writer recruiting

- Front end prototyping on WordPress, content development, concept testing
- Writers essayed on social, physiological, spiritual and ecological aspects of wellbeing
- Maintain relationship with contributors, business development, team building

User Experience Researcher: Marginaliaa

Princeton, NJ September 2013- March 2018

- Research topics include affordable housing, unemployment in New Jersey and Princeton area research, mapping safe bike paths, New Jersey Department of Transportation data
- Expertise in research methods of survey administration, ethnographic interviews, social listening and interact with stakeholders to find the segment of users for research
- Research output included persona and journey map, affinity diagrams to collate diverse qualitative data, user flows, wire-framing and prototyping
- Used Sketch, InVision and Balsamiq for designing the apps
- Usability testing, concept testing and desirability analysis
- User engagement, social media management, marketing

Director at Code for Princeton

Princeton, NJ June 2016- August 2017

- Manage and set up product teams, plan logistics between various stakeholders
- Community engagement with Princeton and West Windsor residents and organizations
- Outreach and engage with technology groups to bring in judges, speakers
- Create proposals and timeline for research
- Manage creation and analysis of projects
- Share outcomes with community members, municipal groups

Women's Advocate and Grant Administrator: Manavi

New Brunswick, NJ 2012- 2013

- Created researched content to provide cultural competency training to law enforcement
- Assist women calling into the crisis hotline including those in immediate danger
- Trained on federal and state grant management processes
- Researched proposals for grants to state and federal agencies
- Reported insights of the analysis for the grant reports
- Organized data in the form of grant deliverables for budget periods
- Streamlined client database to align with grant reports

Research Assistant, Institute for Study of Child Development, Robert Wood Johnson Hospital

New Brunswick, NJ 2009 – 2010

- Research for longitudinal study of children prenatally exposed to cocaine/alcohol
- Draft papers on socio-demographic measures, family psychological measures
- Analyzed data and created indices using SPSS relating to social/environmental risks and child development; statistical analysis

Teaching Experience

Adjunct Instructor Sociology, Sussex County Community College

Newton, NJ 2006

- Designed course to advance student understanding of basic concepts of Sociology
- Create content for presentations to students for Sociology 101
- Provided support with student interaction for help with curriculum
- Used multimedia tools and aids best suited for teaching based on lessons

Honors/ Awards

- Best Teacher Award at Sussex County Community College 2006
- Lead Team Bike View and was awarded an honorable mention at the Coding for Community challenge. Event organized with all municipalities in NJ by Sustainable Jersey

Conference/ Talks

- Energy of Care Giving: Living and caring in Hyderabad during the pandemic at Winter School 2020: Southern Cities and the Pandemic at Hyderabad Urban Labs, November 2020
- Gallery Presentation of archival research at Ethnographic Praxis and Industry Conference (EPIC), in Providence, RI 2019
- Panel Member, Women in STEM: Princeton Public Library event 2016
- Lead and organized art hackathon in at the West Windsor Art gallery 2017
- Co-organized two hackathons at the Princeton Public Library 2015-2016

Publications

Syncretic Culture of the Brahma Kshatriyas of Hyderabad The India Forum, September 4, 2020

Hindustani and Mulki: The Outsider and the Insider Academia.edu, November 2020

Experience of Agency: An Ethnographic account of exploring a community Academia.edu, April 2020

Professional Affiliations

Member National Coalition of Independent Scholars (NCIS) 2018- Present

Member Princeton Research Forum 2017- Present

Member Board of Trustees, Mary Jacobs Library, Montgomery, New Jersey 2016-2019

Member Board of Trustees, Manavi, New Brunswick New Jersey 2015- 2017

Member and Co-Founder: Montgomery South Asian Charity Foundation 2016

Member Technology Advisory Committee Princeton Public Library 2016

Member Montgomery Environmental Commission, Co-Chair Earth Day Fair 2009-2012

Skills / Interests

Native speaker of Telugu, Hindi; web developer and designer

References provided upon request.