

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](http://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.