

## **Kaustubh Yadav | 2023-24 Vice President of Internal Affairs | Statement of Objectives**

As a **Communications Officer** for both **SAGE (Student Advocates for Graduate Education)** and **GPSS**, I had the privilege to meet **members of Congress** to advocate and highlight challenges faced by international students. In writing the paper on "**International Student Issues**", I had a chance to reflect on the non-academic challenges that students face due to their identity, nationality, culture, and politics.

If elected as VP of Internal Affairs, my focus will be on accomplishing 3 key goals:

- **Create opportunities for students and student bodies to connect and support each other in achieving their goals and initiatives.**
- **Support students in tackling the non-academic challenges faced by them during their graduate school journey.**
- **Driving collaboration across all levels, both within and outside of GPSS for present and future graduate students.**

These goals are aligned with the mission of GPSS: amplifying the voices and experiences of graduate and professional students at the University of Washington, building community, and advocating for the eradication of inequities.

As VP of Internal Affairs, I intend to achieve them through the following initiatives:

1. **Connecting students:** Aside from the academic opportunities, graduate school offers students an opportunity to connect, network and form lifelong relationships with students and faculty from that would otherwise not be possible.

As VP of Internal Affairs, I intend to aid these connections by **identifying, organizing, and supporting events** that allow students to celebrate their **culture, identity, passions, interests, and individuality**. I would also focus on my efforts towards organizing events for international students who are, at times, unable to celebrate important festivals due to a lack of community or connections.

I also intend to create a **long-standing annual networking platform** that allows students from different programs to come together and connect with each other. My experience with GPSS has allowed me to connect with individuals from programs that I was not even aware of.

2. **Supporting Students:** My conversations with students from different courses and programs have informed me about the nonacademic challenges of grad school. As VP of Internal Affairs, I want to support students in tackling these issues.

I intend to **continue my support for organizing events** like - Grab n Go, Bowling Nights, Games Nights, and others to help students alleviate their physical and mental stress. My goal as VP of IA will be to **increase the frequency of these events** so that we can reach out to a larger set of students. I also intend to **make future events mobile** so that we can connect with students across different parts of the campus.

Lastly, I want to **create events** that are **cognisant of the different graduate programs** that the university offers. From full-time students to part-time students to working professionals who are pursuing higher education as part of the PCE program, I want to understand the different challenges they are facing and how we can design our efforts to support them.

3. **Driving collaboration:** A need for stronger collaboration and communication is needed to make our efforts more effective, efficient, and impactful. I aim to create more opportunities for our members and staff to come together and support each other's efforts. I aim to work in tandem with the President and other Vice Presidents to identify areas of collaboration by which our efforts can have a larger impact.

I also intend to be an **active participant across the various university committees** where I will be supporting initiatives that can help mitigate financial burden and improve the student experience for not just current students but also incoming students.

I also intend to bring members together by helping them push their message to a larger student base by strengthening our communication efforts across digital platforms through new initiatives like - **co-partnership** and **content co-creation** with existing large-scale UW platforms, **short format digital video** content on UW's official handles that inform current and incoming students about the efforts and initiatives of GPSS.

Lastly, through my experiences as VP of IA, I intend to **create an events guidebook** that informs future members on how they can effectively create events of larger scale and impact, support and grow long-standing platforms that can help students across different levels, and allow future members to achieve their goals faster.

# KAUSTUBH YADAV

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## SUMMARY OF QUALIFICATIONS

- UX Generalist specializing in understanding how AI technology can be integrated into workspaces, systems, tools and processes.
  - Skilled in UX writing and storytelling with a focus on Technical writing, Marketing materials, brand communication, script writing and storyboarding
  - Strong design foundation with a deep practice and knowledge of tools like Adobe CC, Figma, Sketch, Wordpress
  - Experienced in planning and conducting Usability Testing, User interviews, Surveys, AB Testing, Heuristic Evaluation
  - 10 years of leadership experience as a Creative Director with effective skills in stakeholder management, cross-function team collaboration, project management and delivery across industries and geographies
  - Programming: Python (Moderate), HTML (Moderate), CSS (Beginner), Java (Beginner)
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## EDUCATION

### University of Washington, Seattle

Sep '22 – Jun '24

Master of Science (Information Technology) at Human Centered Design and Engineering

- Relevant Coursework: User Centered Design, Usability Testing, Navigating Design in Organizations, Interaction Design & Prototyping, Web Design, Computational Design

### Amity University, India

Mar '08 - Mar '12

B. Tech (Computer Science & Engineering) at Amity School of Engineering & Technology

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## RELEVANT EXPERIENCE

### UX Graduate Researcher | University of Washington

Feb '23 - Pres

- Conducting user interviews to understand the Black Lived Experience of people and the inherent biases in AI technologies like ChatGPT, Grammarly, Jasper, Autocorrect

### UX Researcher | Student Research Project, Microsoft

Jan '23 – Mar '23

- Conducted usability studies, user interviews, qualitative data analysis, heuristic evaluation for Microsoft Power BI
- Evaluated the capabilities of two key new features introduced into Power BI

### Creative Director & UX Generalist | IPG MediaBrands, Gurugram, India

Nov '18 – Aug '22

- Led Usability Tests and Heuristic Evaluation, thus onboarding 2 new businesses in the Gulf region
  - Redesigned a digital property for Amazon Alexa that achieved its KPI in just 6 months of launch
  - Designed a social initiative for Uber that improved net sentiment by 7% on Twitter
  - Utilized AB testing to build the digital brand language for HCL, optimizing media spends by 8%
  - Demonstrated capability in handling a large team 6 copywriters, 5 designer, 1 strategist and 8 account managers
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## ADDITIONAL EXPERIENCE

### Copy Supervisor | Leo Burnett, Gurugram, India

Dec '16 – Oct '18

- Executed new content strategies and content dissemination techniques positioning a contraceptive as a relationship guide for Indians living in rural India thus increasing sales by 8%

### Co-founder, Swarang Designs, New Delhi, India

Nov'15 - Jun'17

- Successfully achieved crowdfunding target within 90 days of launch of the brand on digital platforms

### Sr Copywriter, Assistant Manager | HT Mobile, Gurugram, India

Apr '15 – Nov '16

### Copywriter | Elephant Design Pvt. Ltd, Gurugram, India

Mar '14 – Mar '15

- Launched a branch campaign for payment platform brand, Terra, in the African region

### 3D Designer | 29 Kreativ Pvt Ltd, New Delhi, India

May '12 – Oct '13

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## CERTIFICATIONS

**Interaction Design Organization:** Psychology of Interaction Design; UX Management: Strategy & Tactics; Interaction Design for Usability; Dynamic User Experience: Design & Usability; Conducting Usability Testing (2021)  
User Experience; Design Thinking; Psychology of E-Commerce; Emotional Design; User Research; Human Computer Interaction; The Practical Guide to Usability (2020)

**Coursera:** Introduction to Consumer Neuroscience & Neuromarketing (2018)

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## INTERESTS

**Film:** Stage Acting and Street Play Winner, Voice over artist for short films, advertisements, and case studies

**Art:** 2 time inktober (A 31 day online sketching challenge) completionist

## **OFFICER CANDIDATE NOMINATION FORM 2023-2024**

This form is to be completed by the candidate and submitted to the Elections Committee ([gpsselect@uw.edu](mailto:gpsselect@uw.edu)), by Wednesday, **April 26, 2023, 5:30 PM** in order for candidate information to be posted on the GPSS website and by **Thursday, April 27, 2023** to be distributed via email to Senators. Senators wishing to nominate themselves from the floor must also provide this information at time of nomination.

1. Full Name: **Kaustubh Yadav**
  
2. Graduate or professional program of study: **Master's of Science, Information Technology, Human Centered Design and Engineering**
  
3. Are you currently a registered student? **Yes (\*) No ( )**
  
4. Do you expect to be a graduate or professional student during the 2023-2024 academic year (Fall, Winter & Spring Quarters)? **Yes (\*) No ( )**
  
5. The position you are running for is: **Vice President of Internal Affairs**
  
6. Indicate at least three GPSS Senate or committee meetings, including at least one meeting conducted under rules of parliamentary procedure, that you have attended during the 2023-2024 academic year prior to the election meeting.
  - See Section 2.1 of the Elections Guide for a list of qualifying committee meetings.**Senate - 05/04/2023 | 12/07/2022 | 11/16/2022 | -1/18/2022**
  
7. Do you understand and acknowledge that you should be able to work for GPSS for 19.5 hours per week during the 2023-2024 academic year, including 8 hours per week in the office (4 for President) between the standard business hours of 8:00 a.m. and 5:00 PM, Monday through Friday? **Yes (\*) No ( )**
  
8. If 'No' to question 7, please explain:

**Affirmative Statements**

I, **Kaustubh Yadav**, do not have any responsibilities (be them academic, employment, or personal) that might prevent me from fulfilling the responsibilities as a GPSS Officer. I affirmatively declare that I meet the eligibility requirements outlined in the GPSS Election Guide.

The requirements as stipulated are:

- I am enrolled as a graduate or professional student at the time of the election or will be enrolled during the Fall, Winter, and Spring quarters of 2023-2024.  
**Yes (\*) No ( )**
  
- I am not a member of the Elections Committee.  
**Yes (\*) No ( )**
  
- I have attended at least 3 GPSS Senate or qualifying committee meetings, including one conducted under rules of parliamentary procedure, prior to the Elections meeting during the 2022-2023 academic year.  
**Yes (\*) No ( )**
  
- I will intend to maintain full time student status during the term, if elected and be on campus through the 2023-2024 academic year (Fall, Winter and Spring). *Vice President of External Affairs is permitted to take a reduced course load during Winter Quarter.*  
**Yes (\*) No ( )**
  
- I will be able to work 19.5 hours per week during the 2023-2024 academic year, including 8 hours per week in the office (4 hours per week for the President) between 8:00 a.m. – 5:00 PM, Monday through Friday.  
**Yes (\*) No ( )**