Richmond Y. Wong
Assistant Professor
Digital Media Program
316A Tech Square Research Bldg
85 Fifth Street NW
Atlanta, GA 30308

February 22, 2024

To whom it may concern:

It is my pleasure to offer my strong support for Vaishali Jain's application to your organization. For background, I am an Assistant Professor of Digital Media at Georgia Tech who works on ethical technology design using perspectives from human-computer interaction (HCI), design, and science & technology studies (STS). I know Vaishali by being her Masters Final Project advisor in the Digital Media program, and through her enrollment in my Project Studio course in Fall 2023 which focused on the creation of provocative design artifacts to explore potential social and ethical issues related to technology design and use, utilizing techniques such as speculative design and design fiction.

Vaishali's Masters Final Project explores how to design ethically for a world with sensors that detect, analyze, and respond to people's emotions (or an "Internet of Emotional Things"). This began as project in my Project Studio course, where Vaishali designed multiple interface mockups of what it might be like for users to experience and interact with an Internet of Emotional Things in many contexts of their lives, including text messaging apps, smart appliances like refrigerators, or in cars and vehicles. As part of her Masters Project, Vaishali is using these designs as conversation starters with users, conducting in-depth interviews with people to understand the potential ethical concerns they may have with these types of technologies (such as concerns about privacy). Vaishali's project recognizes the need to consider the perspectives of multiple stakeholders who may have different views on what is beneficial or harmful in these systems. From these interviews, Vaishali plans to synthesize a set of ethical design guidelines for the design of emotion sensing technologies.

The products designed by Vaishali for this project serve as "conversation starters" about the types of emotion-sensitive technologies that are likely to be developed and deployed in the near future. I find Vaishali's work highly important, as it helps us have conversations with users and key stakeholders about ethical harms *before* they happen, so that we can design in a way that proactively addresses potential harms. This approach can be used in the design of other products as well. This project showcases Vaishali's skills related to UI/UX design, design and user

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research, product design, and more broadly thinking about the social and ethical aspects of design work.

Vaishali exhibits strong design skills, matched with an ability to critically analyze technologies for their possible social or ethical impact. When entering my Project Studio class, Vaishali expressed interest in designing in ways that would help protect user privacy and combat or avoid harms such as digital addiction. Her design projects in the class, leading up to her final Masters Project continue to explore those themes.

Furthermore, Vaishali's artistic and design skills extend beyond digital technologies. I have been impressed by the quality of her work at the Bless by Bless fashion brand in summer 2023, which included leading art direction of fashion shoots, as well as creating branding and marketing material.

Vaishali also has excellent communication skills—she is willing to contribute her perspectives on a project or problem in a well thought out way, and open to seeking advice and feedback to further her work.

I enthusiastically recommend Vaishali for a position with your group. If I can be of any further assistance or provide any additional information, please do not hesitate to contact me.

Sincerely,

Richmond Y. Wong, PhD
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February 16, 2024

To Whom It May Concern:

I am writing this letter to recommend Vaishali Jain for any positions related to Product Design and or opportunity related to User Interface (UI) and User Experience (UX). In my role as Director of Communications for Georgia Tech Human Resources, I have supervised Vaishali since October of 2022. She has been a tremendous support and demonstrated extraordinary talent and fortitude.

Vaishali has consistently provided exceptional and compelling design, visual identity, and she has vastly improved the look and feel of our brand. She has amplified the UX of our website with her expert recommendations and design.

Here are some specific qualities that make her an outstanding candidate:

- **Creative Design Abilities and Technical Proficiency**: As a designer, Vaishali excels in both UX design and UI design. Her proficiency in tools such as Adobe Creative Suite, Figma, and Procreate enables her to produce visually appealing and user-friendly designs.
- **Attention to Detail**: Vaishali pays meticulous attention to detail, ensuring accuracy in all communications materials. She is a perfectionist when it comes to her designs and improves the work of others around her with her drive toward excellence.
- **Prototyping and Usability Testing**: Vaishali creates high-fidelity mockups and prototypes. Her attention to detail ensures optimal user experiences. She employs empathy and design thinking to generate solid and impactful designs.
- **Information Architecture and Cognitive Design**: Vaishali understands the importance of information design, mental models, and heuristics. She applies these principles effectively in her work.
- **Multimedia and Branding**: Vaishali has experience in media production, multimedia, and branding. Her work extends beyond traditional communication channels, making her a versatile asset.
- **Collaborative Approach**: She actively collaborates with colleagues, contributing positively to team dynamics. She excels in facilitating discussions and fostering a creative and productive environment.

I have no doubt Vaishali would be an asset to any team looking for a dedicated and skilled design professional. I am confident she will excel in any role she undertakes while elevating any organization she joins.

Please contact me if you need more information or have more questions.

Sincerely,

Chaundra Grant

Chaundra Grant
Director of Communications
Georgia Tech Human Resources (GTHR)
chaundra.grant@gatech.edu | (404) 519-0660

To whom it may concern,

It is my great pleasure to recommend Vaishali. As Vaishali's instructor for two classes, Principles of Interaction Design and The Computer as an Expressive Medium, as well as a member of Vaishali's MS thesis project committee, I have observed and evaluated Vaishali's performance as a designer and technologist through numerous class sessions and design critiques. Vaishali consistently does excellent work, going above and beyond expectations, always on time. Vaishali consistently produces excellent work, with sleek, professional designs.

Vaishali's MS thesis project investigates ethical protocols for emotion-sensitive technologies. This responds to a rapidly growing space of Emotion AI, which uses data about people's bodies and behaviors to predict people's emotions. These technologies show great promise but also raise ethical concerns around privacy and well-being. Vaishali's MS project topic fulfills an urgent need to support ethical, responsible Emotion AI innovation. Vaishali has outlined an exceptionally rigorous human-centered project timeline including literature review, landscape analysis, user interviews, stakeholder interviews, design and technical development, and user evaluation and iterative improvement. The outputs of this project will be useful to any company developing or interested in Emotion AI, as well as offering a unique research contribution.

In Principles of Interaction Design, students design and prototype screen-based interfaces and conduct user evaluations. Students complete many design assignments that increase in complexity, and with design critiques and user evaluations they iteratively improve their designs. Vaishali's final project again combined creativity, criticality, and technical prowess. The project explored Emotion AI, an emerging suite of technologies that use data about people's bodies and behaviors to predictively categorize emotions. The final project envisioned an interactive game in which people are given a memory of their own, and challenged to make their game partner feel the same way they did during that memory. The project thoughtfully navigated ethical concerns of Emotion AI and philosophical issues of the limits of empathy and memory. While navigating this challenging territory, the project took the form of a game and invited a playful interaction, with a design that evoked a feeling of gentle playfulness—a challenging balance to pull off conceptually and formally.

In The Computer as an Expressive Medium, students program creative human-computer interactions in p5js. For The Computer as an Expressive Medium, Vaishali's project explored the politics of body ownership, a challenging biopolitical topic. The p5js interactive sketch used skeleton tracking to make a cyborg figure follow the user. The sketch also used a voice interface so that users could talk with the cyborg figure. Users could vocally inquire about different body parts to learn about biometric surveillance and political agendas controlling bodies. This was presented in a compelling aesthetic, poetic format that created a powerful emotional effect.

The final projects for each class demonstrated Vaishali's exceptional skills in interaction design, user interface design, teamwork, mockups, web development, industry-standard UI software

such as Figma, and visual artistic skills. In addition to demonstrating strong skills in research, interaction design, graphic design, and interactive programming, Vaishali brings a level of maturity, professionalism, and an ethos of teamwork and community support that will be an asset to any team.

About me: I am a tenure-track assistant professor in Digital Media at Georgia Tech. My design research investigates tangible, emotional, social ways of engaging physiological data. I publish at top-tier venues in Human-Computer Interaction (HCI) such as CHI (Human Factors in Computing Systems) and DIS (Designing Interactive Systems). I did my PhD at UC Berkeley in the School of Information as a member of the BioSENSE lab. Prior to grad school, I worked as a full stack web developer for Intel Labs and The Echo Nest, a music data startup that was later bought by Spotify.

Sincerely,

Noura Howell, PhD // Assistant Professor // Georgia Institute of Technology
nourahowell.com | nhowell8@gatech.edu

To Whom It May Concern,

I am writing to enthusiastically recommend Vaishali for any future endeavors that she may undertake. As Vaishali's former supervisor during her tenure as a student employee in the Georgia Tech Human Resources department, I had the distinct pleasure of working closely with her for over a year.

Vaishali's impact on our department was nothing short of exceptional, particularly in the realms of brand refresh, graphic design, and innovative idea generation. Her approach to each project was characterized by a unique and creative perspective that consistently earned the admiration of her colleagues. What truly set her apart was her remarkable ability to take initiative, consistently surpassing the expectations set for her.

Vaishali's positive attitude, unwavering work ethic, and remarkable ability to collaborate effectively with her peers made her an invaluable asset to our team. Her commitment to continuous growth and learning was evident in her consistent pursuit of excellence. Her passion for her work shone through in every task she undertook.

In summary, I wholeheartedly recommend Vaishali for any future opportunities that may come her way. She is a dedicated, hardworking, and extraordinarily talented individual who undoubtedly will bring immense value to any organization fortunate enough to have her on board.

Sincerely,

Jakerya Randolph

Jakerya Randolph

Melissa Hernandez
Communications Program Manager
Georgia Institute of Technology, Atlanta GA
mhernandez97@gatech.edu

I've had the pleasure of working with Vaishali for over a year now as she serves as our student intern for the HR Communications team at Georgia Tech. Her contributions and dedication to graphic design, website creative, and UX design have enhanced our team's projects.

Vaishali is not just a talented designer; she is a responsible and respectful individual who consistently approaches her work with a strong ethical mindset. From the start, it has been evident that she possesses a remarkable eye for design and an innate ability to understand and embody our brand.

One of Vaishali's key strengths lies in her ability to translate our vision into creative assets that perfectly align with our brand identity. This has been most evident in the work she has done to up-level the HR website and internal newsletters, providing a modern, fresh, colorful, and professional look that has resonated positively with our audience.

Also, she has proven to be proactive when testing new design tools that have improved our creative process. By implementing a more efficient platform for reviewing and providing feedback, she has streamlined our workflow, making collaboration smoother and more effective.

In summary, Vaishali has been a true asset to our team, and I am confident that she will excel in any future endeavors she pursues. Her contributions have been so valuable, and I am grateful for the opportunity to work alongside such a talented and warm individual.

Grace Wyckoff
Project Manager
Haydenfilms Institute, Philadelphia, PA
gracemwyckoff@gmail.com

Vaishali is a crucial part of the Cemboo and HFI teams. She is straightforward, confident, and very knowledgeable. Through her strategic prowess, dedication, and strong leadership skills, she has been able to clearly define Cemboo's product strategy, develop sales and business growth blueprints, foster trust with clients, manage workflows and company resources, and prioritize product features by creating robust plans for a well-polished UX, enabling a product that's truly fit for the market. She has also been instrumental in driving our design and development efforts with geographically distributed and multi-disciplinary teams. As a valued member of our HFI team, she is one of those people I would hire to do just about anything, as I would have full confidence in her to figure it out and get it done. She is very communicative and I have learned so much from being on the team with her. I am proud of the work we've done together and I would 100% work with her again in the future!

Himanish Ashar
Senior Creative Director
Leo Burnett, Mumbai, India
himanish.ashar@gmail.com

It's been an absolute delight to have crossed paths with Vaishali. Although our friendship dates back to early 2012, our creative collaboration took flight when Leo Burnett brought Ola on board as a client. One of the most impressive traits she possesses, in my opinion, is her empathetic and value-sensitive approach to design. In addition to possessing a strong mastery of design tools and software, she excels as a skilled visual storyteller. Putting herself into the shoes of the users, customers, and stakeholders, and being able to accurately gauge the impact of her designs even before a certain product or creative is ready to be released are skills that come very naturally to her. That is a talent that I believe only a lucky few are born with. For me, witnessing Vaishali's evolution has been truly delightful—from a meticulous and detail-oriented illustrator to an imaginative and nonconformist graphic designer. Now, seeing her venture boldly into the product design industry, after having refined her UI/UX design, strategy development and design research skills at Georgia Tech, makes me immensely proud and happy. She's certainly scaling new heights and carving out an impressive trajectory in the world of design.

Arpita Gupta
Design Lead
Flipkart (Walmart), Bangalore, India
arpita.gupta3004@gmail.com

It was absolutely wonderful having Vaishali in the team. She worked extensively on unification of thematic stores across different categories for Flipkart users. She is extremely talented, driven and sincere. Her technical skills, domain knowledge and creativity is above par. However, to me, what made her stand out was how well she packaged and pitched her solutions to any given problem statement. She never limited herself to just design. She made sure the visuals, copy, user journey and everything else fit in seamlessly to curate a perfect user experience. She was an asset to our team and I am sure she will always be so wherever she goes.

Harshita Keswani
Manager - Discovery, Recommendations & Merchandising
Flipkart (Walmart), Bangalore, India
linkedin.com/in/harshitakeswani/

Vaishali is one of the most creative UX designers that I've ever worked with. While creativity is something which does not always go in tandem with deadlines, Vaishali somehow manages to do both with extreme ease. She's a breeze to work with and will always top the brief that you give her. She'll go out of her way to make it perfect and you'll always be in awe of her designs. I wish Vaishali the best and I'm sure any team would be lucky to have her.

Kalpesh Prithyani
UI/UX Designer
GrowthDay, Dubai, UAE
kalpeshprithyani@gmail.com

I had the pleasure of working alongside Vaishali at Ola, where we worked together on experience and visual design for the Ola Stores (Dash) mobile app. She showcased exceptional proficiency and command over UX, art direction and visual design which truly made her stand out. Our collaboration led to the timely delivery of sleek and aesthetic design assets for the app's development. She is very creative, gives high attention to detail, and can always be relied on to deliver high-quality design solutions on a consistent basis. Vaishali is not only a talented designer but also a joy to work with. Her positive attitude, out-of-the-box ideas, and especially empathy towards her coworkers make her an invaluable asset to any team. I highly recommend Vaishali for her outstanding and unique UI/UX design style, collaborative spirit, and positive impact on team dynamics.

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Vikash Kumar
Head of Art
Pine Labs, Bangalore, India
vikash.tag@gmail.com

I worked in the same team as Vaishali at Ola. Although we didn't collaborate on the same projects, I closely observed her work ethic and multi-disciplinary capabilities as a designer since we worked with the same creative directors. Vaishali has an impressive ability to quickly understand creative briefs, and develop project roadmaps and timelines for herself and her team, adeptly assuming the role of an art director. She generates unique ideas and translates them into appealing, user-centric creatives. I enjoyed having her on our team and am happy to endorse her communication design skills!

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Srushti Kairana
Creative Strategist
Aura, Bangalore, India
srushtikairana@gmail.com

Vaishali is undeniably one of the most reliable, passionate and creative designers I've had the chance to work with. Teaming up with her to work on creative briefs was usually a breeze because she knew exactly what to do with every copy I shared. She had a great sense of art direction, could effortlessly work on UI/UX designs, and had a knack for something new that she learnt from things that she constantly researched. It was a pleasure to work with her and I'd be happy to take on the opportunity to do so again, any day.

Pooja Sharma
UX Designer
Flipkart (Walmart), Bangalore, India
poojas9132@gmail.com

I am delighted to recommend Vaishali. I had the pleasure of working closely with her when she was a senior designer at Flipkart. We collaborated on several Thematic Stores projects, where her expertise in UI/UX design, UX research, art direction, and design leadership truly shone. I have strong reasons to believe that her work at Flipkart was nothing short of exceptional! One of her first projects, 'The Holi Store', had such a unique concept that it captured my attention immediately! It showed me that she can truly think outside the box. 'The Summer Store' was another standout for me as it incorporated many delightfully nostalgic illustrations that the audience could relate to effortlessly. I also loved how 'Women's Zone' provided a refreshing user experience, with its microcontent highlighting the many talents of Indian female artisans, a testament to Vaishali's keen eye for detail.

One of the projects that truly reflected her dedication and creativity was the 'Bharat Store', which was powered by the Flipkart Samarth initiative. Her beautiful approach and the evident effort she put into the project resulted in a digital store design that not only met but exceeded everyone's expectations. Having closely collaborated with her on several projects, I can also attest to her exceptional mentorship and leadership skills. She has a knack for bringing out the best in her team while fostering an enjoyable and collaborative environment in which everyone can thrive. As a mentor, she provided me with guidance that went beyond just technical skills. She emphasized a holistic approach to design, which I truly appreciated.

In my opinion, what sets her apart is her unique vision, her clear approach to any project, and her meticulous preparation, ensuring that all parameters are considered. Her in-depth understanding of design principles, combined with her background as a fine artist, make her an invaluable asset to any team. I highly recommend her for any role that requires an empathetic and strategic designer who can deliver outstanding results.