

Dr. Nupoor Ranade

COMMUNICATION, RHETORIC AND DIGITAL MEDIA

College of Humanities & Social Sciences, North Carolina State University, Raleigh, NC

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Education

Doctor of Philosophy (Communication, Rhetoric and Digital Media)

GPA: 4.0

NORTH CAROLINA STATE UNIVERSITY, RALEIGH, NC, US

Aug. 2017 – Jun. 2021

- Dissertation: Re-contextualizing audience analysis: New conceptualizations of user interactions in product documentation spaces
Committee: Dr. Jason Swarts (chair), Dr. Stacey Pigg (member), Dr. Adriana de Souza e Silva (member), Dr. Casie Fedukovich (member) & Monica Leggoe (consultant, Documentation Director at Citrix)

Masters of Science (Technical Communication)

GPA: 4.0

NORTH CAROLINA STATE UNIVERSITY, RALEIGH, NC, US

Aug. 2015 - May 2017

- Capstone project: Developing an open source documentation theme using jekyll
- Certificate of Accomplishment in Teaching (CoAT)
- Graduate Certificate in Digital Humanities

Bachelor of Engineering (Computer Engineering)

GPA: 3.25

PUNE INSTITUTE OF COMPUTER TECHNOLOGY, UNIVERSITY OF PUNE, PUNE, IN

Aug. 2008 - May 2011

- Final project: User interface to simulate configuration of cloud topology

Research Interests

Technical communication; Audience studies; User experience (UX); Data analytics & corpus analysis; Digital Rhetoric; Social justice.

Research

Publications

PEER-REVIEWED ARTICLES

- Itchuaqiyaq, C. U., **Ranade, N.** & Walton, R. (In-press, Aug. 2021). Theory to query: Developing a corpus-analysis method using computer programming and human analysis. *Technical Communication*.
- **Ranade, N.** & Catá, A. (2021). Intelligent algorithms: Evaluating the design of chatbots and search. *Technical Communication*. 68(2), 22-40.
- Tham, J., Hocutt, D., Burnham, K., **Ranade, N.**, Misak, J., Duin, A.H., & Pedersen, I. (2021). Metaphors, mental models, and multiplicity: Understanding student perception of digital literacy. *Computers and Composition*. 59, 102628.
- Stone, M. M., **Ranade, N.**, Hannah, M. (2020). DIY feminist pedagogies: Making feminist practices more apparent in technical rhetorics. *MAI: Feminism & Visual Culture: Special Issue on Feminist Pedagogies*. 5.
- **Ranade, N.** (2020) Visual rhetorical analysis and review of virtual Martin Luther King, Jr. Project, *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*. 24(2).
- **Ranade, N.** & Swarts, J. (2019) The humanist in information centric workplaces. *Communication Design Quarterly*. 7(4). 17-31.

PEER-REVIEWED CONFERENCE PROCEEDINGS

- **Ranade, N.** (2020). The Real-Time Audience: Data Analytics and Audience Measurements. *Proceedings of the 38th ACM International Conference on the Design of Communication*. Article 48
- Kong, Y., **Ranade, N.**, Chen, J. & Hannah, M. (2020). A critical look at computational methods and tools in corpus analysis. *Proceedings of the 38th ACM International Conference on the Design of Communication*. Article 12.
- **Ranade, N.** & Kong, Y. (2020). Extended abstract: Off-the-shelf or custom software: Making the right choice for corpus analysis. *In the Proceedings 2020 IEEE International Professional Communication Conference (ProComm)*, Kennesaw, GA, USA, pp. 180-181
- **Ranade, N.** (2019). The conundrum of data analytics for audience analysis. *Proceedings for 2019 CPTSC Annual Conference*, Carnegie, T. (Ed.). 53-54.
- Ding, H., **Ranade, N.**, & Catá, A. (2019). Boundary of content ecology: Chatbots, user experience, heuristics, and pedagogy. *Proceedings of the 37th ACM International Conference on the Design of Communication*. Article 38.
- **Ranade, N.** (2019). Conditional usability testing for UX optimization. *Proceedings of the 37th ACM International Conference on the Design of Communication*. Article 49.
- **Ranade, N.** (2018). Ways to combat fake content using multi-literacies in technical communication classrooms. *Proceedings of Computers and Writing Conference: 2017*, Ball, C., Chen, C., Purzycki, K. & Wilkes, L. (Eds.). Fort Collins, CO: The WAC Clearinghouse. 99-111.

BOOK REVIEW

- **Jalindre (née), N.** (2018). Review of Teaching and training for global engineering perspectives on culture and communication practices by St. Amant, K. & Flammia, M. (Eds.). Hoboken, NJ: Wiley-IEEE Press, 2016, 272 pp. *Technical Communication Quarterly*. 28(4), 435-437.

PEER-REVIEWED WEBTEXTS

- **Ranade, N.** (2019). World Interaction Design Day event report on gendered AI. *Digital Rhetoric Collaborative Blog*. Retrieved from <https://tinyurl.com/y5dt24n4>
- Hocutt, D. & **Ranade, N.** (2019). Google analytics and its exclusions *Digital Rhetoric Collaborative Blog Carnival 16*. Retrieved from <https://tinyurl.com/yxtdddhr>
- **Jalindre, N.** (May 29, 2019). What can we learn from Clippy about AI? *SAS Blogs*. Retrieved from <https://tinyurl.com/y25qs5dy>
- **Jalindre, N.** (Oct 15, 2018). Event recap: WritersUA conference 2018. *STC Carolina blog*. Retrieved from <https://tinyurl.com/y6qzjujq>
- **Jalindre, N.** (Mar 07, 2017). Recap on documentation support for an IoT product, a case study. *Carolina Communiqué*. Retrieved from <https://tinyurl.com/NR-IOT-Event-stc>

Publications in progress

EDITED WORKS

- Melonçon, L. & **Ranade, N.** (September 2021). Accessibility and professional communication. *IEEE Transactions on Professional Communication*.

ARTICLES AND BOOK CHAPTERS

- **Ranade, N.** & Hannah, M. (Accepted with revisions). Re-thinking workflows: Addressing communication gaps in UX collaborations. In *Collaborations and Partnerships in User Experience: Robinson, J. & Weber, R. (Eds)*.
- **Ranade, N.** (Under review). Social innovation. In *Keywords, Publications & Concepts in Making + Design Thinking*, Tham, J. (Ed.). Writing Across the Curriculum Clearinghouse.

Presentations

Invited talk

REGIONAL

- McNeely, G. (moderator), **Ranade, N.**, McCall, S., Smith, C.V. & Dawn, C. (2019). World Interaction Design Day Event (WIDD) talk on Gendered Artificial Intelligence. Ladies that UX. Durham, NC.

Conference presentations

INTERNATIONAL

- Berger, A. & **Ranade, N.** (2021). Reshaping your content analytics approach to meet your KPIs. STC Technical Communication Summit. (virtual).
- **Ranade, N.** (2018). Pedagogical approaches to combat fake news. International Conference on Communication & Media Studies. Berkeley, CA.
- de Souza e Silva, A., Glover-Rijkse, R., **Ranade, N.** & Xiong, M. (2018). Mobile technology and access: Four material approaches that re-contextualize the digital divide. Association of Internet Researchers (AoIR). Montreal, CA. (Panel)
- Sylvia IV, J.J., Johnson, E.T, **Jalindre, N.** & Duarte, F. (2018) Designing an activist pedagogy: Assemblage theory offers opportunities for new lines of flight in Facebook, Amazon Echo, and beyond. 11th International Deleuze and Guattari Conference. São Paulo, Brazil (Virtual)
- **Jalindre, N.** (2015). Big data, small world. TCWorld Conference. Bengaluru, IN
- **Jalindre, N.** (2013). Google glasses. STC Annual Conference, India Chapter, Goa, IN.

NATIONAL

- **Ranade, N.** (chair), Catá, A. & Stone, M. (2021) User experience studies of inclusivity, Association for Teachers of Technical Writing (ATTW). (virtual)
- Breuch, L. K., **Ranade, N.**, Davis, K. & Wold, R. (2021) Critical social media pedagogies in the technical and professional communication (TPC) classroom, Association for Teachers of Technical Writing (ATTW). (virtual)
- **Ranade, N.** (2020). The Real-Time audience: Data analytics and audience measurements. 38th ACM International Conference on the Design of Communication. (virtual). (Poster).
- Kong, Y., **Ranade, N.**, Chen, J., & Hannah, M. (2020). A critical look at computational methods and tools in corpus analysis. 38th ACM International Conference on the Design of Communication. (virtual). (Panel)
- **Ranade, N.** & Kong, Y. (2020). Off-the-shelf or custom software: Making the right choice for corpus analysis. *IEEE Transactions on Professional Communication*. (virtual) (Panel)
- **Ranade, N.** (2019). Big data for audience analysis (2020). *Computers and Writing*. Greenville, NC. (Accepted, canceled due to COVID-19.)
- **Ranade, N.** (2019). The conundrum of data analytics for audience analysis. Association of Business Communication (ABC), 2019. Detroit, MI.
- **Ranade, N.** (2019) The conundrum of data analytics for audience analysis. Conference of the Council for Programs in Technical and Scientific Communication (CPTSC), 2019. West Chester, PA.
- **Ranade, N.**, Hannah, M., Stone, M. & Swarts, J. (2019). Re-Thinking user experience: addressing communication boundaries with TPC stakeholders. 37th ACM International Conference on the Design of Communication, Portland, OR. (Panel)
- Ding, H., **Ranade, N.** & Catá, A. (2019). Boundary of content ecology: Chatbots, user experience, heuristics, and pedagogy. 37th ACM International Conference on the Design of Communication. Portland, OR. (Panel)
- **Ranade, N.** (2019) Conditional usability testing for UX optimization. 37th ACM International Conference on the Design of Communication. Portland, OR. (Poster)
 - **Winner, 1st place**, Microsoft Student Research Competition
- Stone, M., Pigg, S., Hannah, M., **Ranade, N.**, & Frost, E. (2019). Everyday practices that enable the production of spaces for feminist alliance. *Feminisms & Rhetorics Conference*. Harrisonburg, VA. (Panel)
- Glover-Rijkse, R., Hannah, M. & **Ranade, N.** (2019) Accountability through accessibility in the technical communication classroom. Association of Teachers of Technical Writing About (ATTW). Pittsburgh. PA. USA (Workshop)
- Walls, D. & **Jalindre, N.** (2018). International students' perceptions of mediated P2P review: Subjectivities and experience. *Computers & Writing conference*, George Mason University, Fairfax, VA.

- **Ranade, N.** (2018). Ways to combat fake content using multi-literacies in technical communication classrooms. Computers & Writing. George Mason University, Fairfax, VA.
- **Jalindre, N.** & Bogomoletc, E. (2018). Using digital rhetoric in visual representation of virtual communities. 7th Annual Symposium on Communicating Complex Information (SCCI). NC.
- Pigg, S., Berger, A. & **Jalindre, N.** (2017). Where are we with wayfinding. 6th Annual SCCI Conference. Greenville, NC. (Panel)

REGIONAL

- **Ranade, N.** (2019) Intelligent dialogue: A chatbot workshop. CRDM Symposium. North Carolina State University, NC, US (Workshop)
- **Ranade, N.** (2018) GitHub for technical communication. SpeedCon 2018. North Carolina State University, NC, US (Workshop)
- **Jalindre, N.** (2017) Mapping complex information with design. (2017). Carolina Rhetoric conference, Raleigh, NC.
- **Jalindre, N.** (2017) Visualizing search queries to improve information design, NC State Graduate Research Symposium, NC, US. (Poster)

Media appearances

INTERVIEW

- **Jalindre, N.** (2018). Alumni Interview. MastersinCommunications.com

PODCASTS

- Flores, W. (co-host) & **Ranade, N.** (co-host) (2020). On the job – Sweetland digital rhetoric podcast. Series of interviews with scholars who recently transitioned into tenure track academic positions. Sweetland's Digital Rhetoric Collaborative Blog. (Over 400 hits overall)
- Johnson, T. (host) & **Ranade, N.** (2020). Users as producers of knowledge — conversation with Nupoor Ranade about how tech writer roles are changing. I'd Rather Be Writing.
- Wood, C. (host), Larson, K., Kumari, A., Baniya, S., Sparks, K., Lusher, K., **Ranade, N.** & Itchuaqiyag, C. (2019). NextGEN Listserv Moderators. The Big Rhetorical Podcast.

Teaching Interests

Theory & history of technical communication; Technical writing & editing; User experience (UX); Publication management; Social justice & advocacy; Digital rhetoric; Visual rhetoric; Big data & AI; Inclusive design; Humanistic TC; Research using mixed-methods; Global & Intercultural Communication; Web design & development; API documentation; Content strategy & Information design.

Teaching Experience

Communication for Engineering and Technology (ENG 331)

5 sections

INSTRUCTOR, NORTH CAROLINA STATE UNIVERSITY, DEPARTMENT OF ENGLISH

Fall 2020 (2), Spring 2017 (2), Fall 2016

- Prepared Syllabus, Course Materials, Assignments and Rubrics to help students develop communication skills for industrial environments.
- Students worked on real-world projects, such as the vMLK project to create useful and accessible documentation by collaborating with multiple stakeholders and subject matter experts.

Communication for Business and Management (ENG 332)

2 sections

INSTRUCTOR, NORTH CAROLINA STATE UNIVERSITY, DEPARTMENT OF ENGLISH

Spring 2020 (2)

- Prepared Syllabus, course materials, assignments and rubrics to help students communicate effectively in workplace contexts
- Students wrote proposals to solve real-world problems in business and public organizations by analyzing the purpose, audiences, and contexts.

Digital Rhetoric for Artificial Intelligence/Interactions (AI) (ENG/COM 395)

1 section

INSTRUCTOR, NORTH CAROLINA STATE UNIVERSITY, CROSS-LISTED ENGLISH & COMMUNICATION DEPARTMENTS

Fall 2019

- **Won proposal** to teach a course about the influence of emerging technologies on rhetorical theory and practice.
- Prepared Syllabus, Course Materials, Assignments and Rubrics to teach students how to visualize various technical genres and their connections with audiences, interfaces, technology, design and developers and to evaluate digital texts.
- Students developed artificial intelligence applications (chatbots) using Python programming and constructively applying rhetorical criticism and inclusive design measures for deployment. Usability testing and accessibility testing were also conducted.

Advanced Technical Writing, Editing and Document Design (ENG 517)

1 section

DIRECTED TEACHING, NORTH CAROLINA STATE UNIVERSITY, DEPARTMENT OF ENGLISH

Fall 2019

- Shadowed Professor Jason Swarts in teaching the course, taught one class session and assisted in facilitating group work and discussions.
- Conducted a seminar on the topics of Procedure Writing, Technical Style and Concision in technical communication spaces.

Rhetoric of Science and Technology (ENG 515/ENG 798)

1 section

DIRECTED TEACHING, NORTH CAROLINA STATE UNIVERSITY, DEPARTMENT OF ENGLISH

Fall 2018

- Shadowed Professor Stacey Pigg in teaching the course, taught one class session and assisted in facilitating group work and discussions.
- Conducted the class on visual rhetoric at the Teaching and Visualization Lab, an immersive experience space at the NC State Library.

Industry Experience

North Carolina State University (Communications Department)

Raleigh, NC, US

GRADUATE RESEARCH ASSISTANT, WEBSITE DEVELOPMENT AND TECHNICAL COMMUNICATION

May 2020 - Jun. 2021

- Worked on website development, maintenance and multimedia artifact handling of the vMLK website
- Worked closely with Libraries staff, media production team, and sustainability experts for developing, documenting and archiving the vMLK project resources
- Created documentation for future developers
- Contributed to planning sustainability practices for archiving the digital humanities project

SAS Institute

Cary, NC, US

GRADUATE RESEARCH ASSISTANT, TECHNICAL COMMUNICATIONS DEPARTMENT

Aug. 2018 - Aug. 2019

- Conducted user behavior analysis through usability studies, user surveys, A/B testing, and Google Analytics
- Triangulated results from Google analytics and usability testing data to make design recommendations to the documentation site
- Made recommendations for content operationalization and search engine optimization
- Conducted audience analysis and content research to kickstart chatbot for sales project
- Worked closely with engineers, usability lab consultants, website developers and accessibility experts
- Assisted in designing a content strategy for developing a Related Resources tool for integration of all knowledge resources

Citrix Systems

Fort Lauderdale, FL, US

INTERN, TECHNICAL WRITER

May 2018 - Aug. 2018

- Developed documentation metrics for effective documentation
- Developed key performance indicators (KPIs) for audience analysis
- Conducted customer research for UX designing from data gathered through the annual stakeholders survey
- Analyzed communication problems in internal organizational processes and wrote documentation to resolve them
- Assisted in converting documentation files from plain text to Markdown in git environment
- Made recommendations for the Marketing, Support and Documentation teams

Palo Alto Networks

Santa Clara, CA, US

INTERN, TECHNICAL WRITER

May 2016 - Aug. 2016

- Conducted usability testing on select documentation topics to make recommendations to the online documentation website
- Converted existing documentation to a context sensitive model in a DITA framework

TIBCO Software Pvt. Ltd.

Pune, MH, IN

TECHNICAL WRITER AND DOCSITE ADMINISTRATOR

Oct. 2013 - Jul. 2015

- Created and maintained product documentation including User guides, (REST) API documentation, Programmer's guides
- Developed and published video tutorials
- Conducted peer reviews and editorial reviews on documentation guides
- Worked closely with engineers, software testers and product managers to deploy documentation in three consecutive release cycles (quarterly)

Airfort Networks

Pune, MH, IN

SOFTWARE DEVELOPER

Aug. 2011 - Oct. 2012

- Designed and developed stand alone software applications in Java and web applications in PHP
- Worked with APIs to build and improve software products

Technical Skills

Technical and Scientific Documentation

MS Word, LaTeX, Swagger, Oxygen XML, Adobe FrameMaker, RoboHelp, Madcap Flare

Programming

Python, JAVA, Javascript, PHP, HTML, jquery

Integrated Development environments

Anaconda, NetBeans, Eclipse

Text Editors

Visual Studio Code, Sublime, Notepad++, Atom

Web development frameworks

WordPress, Wix, Bootstrap, GitHub pages

Data Analytics

Tableau, R, Python, Coding using Microsoft Excel, LancxBox, Google Analytics, Gephi, Voyant

Version control & Issue Tracking

GitHub, BitBucket, JIRA, Perforce

Visual Design

InDesign, Lucidchart, Canva, MS PowerPoint

Multimedia & Podcasting

Camtasia, Audacity, Descript, iMovie, Garage Band

Communication

Slack, Discord, Atlassian Confluence, Zoom, WebEx

Project management

Trello, Asana, Notion

Honors & Awards

2021	Research Grant , CPTSC Research Grant with Hocutt, D. (co-PI)	\$2000
2020	Research Grant , Margaret (Marty) Baker Graham, Association of Business Communication	\$500
2019-21	Graduate Fellowship , Sweetland Digital Rhetoric Collaborative	\$1000
2019	Winner, 1st place , Microsoft Student Research Competition, ACM Special Interest Group on Design of Communication (SIGDOC)	\$500
2019	Travel Award , Microsoft Student Research Competition, ACM SIGDOC	\$500
2019	Travel Award , Association for Business Communication	\$400
2018	Emerging Scholar Award , Common Ground Research Networks	\$347
2018-19	Proposal for Research Position , SAS-CHASS Graduate Industrial Traineeship Award	\$29,808
2017-19	Scholar Award , Humanities, Arts, Science, and Technology Alliance and Collaboratory (HASTAC)	\$500

Service

2020-	Assistant Editor and Intern , Kairos: A Journal of Rhetoric, Technology, and Pedagogy
2020-23	Member , CCCC nextGEN Committee
2020-	Proposal Reviewer , Association of Business Communication (ABC) Conference
2020-21	Co-ordinator, Space-making Subcommittee , Graduate Student Committee, Council for Programs in Technical and Scientific Communication (CPTSC)
2019-21	Student Representative , Executive Board, ACM Special Interest Group on Design of Communication (SIGDOC)
2019-21	Moderator , nextGEN listserv
2019-	Proposal Reviewer , SIGDOC conference
2018-19	Member , Search Committee for Assistant Professor of Technical Communication, Department of English, NC State University
2018	Program co-ordinator , WritersUA conference East
2017-	Peer Mentor , Communication, Rhetoric and Digital Media, NC State University
2016-19	Annual Writing Competition Judge , Society of Technical communication (STC), Carolina Chapter
2016-21	Member , Technical Communication Association, NC State University
2016	Event co-ordinator , SpeedCon 2016 conference
2013-15	Volunteer and event co-ordinator , STC Regional Conference, Pune Chapter
2015	Reporter , STC, India, Pune Chapter
2014	STC City Conference planning committee member , STC India, Pune Chapter

Affiliations

Association for Business Communication (ABC)
Association for Computing Machinery (ACM)
Association of Teachers of Technical Writing (ATTW)
Council of Programs in Technical and Scientific Communication (CPTSC)
Institute of Electrical and Electronics Engineers (IEEE)
Ladies that UX
nextGEN
Special Interest Group on Design of Communication (SIGDOC)
Society of Technical Communication (STC), Carolina Chapter
#womeninTC Women in Technical Communication
Write the Docs