

# Nupoor Ranade

PH.D. CANDIDATE · COMMUNICATION, RHETORIC AND DIGITAL MEDIA

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

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## Education

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### Ph.D. Candidate (Communication, Rhetoric and Digital Media)

GPA: 4.0

NORTH CAROLINA STATE UNIVERSITY, RALEIGH, NC, US

Aug. 2017 – May 2021

- Dissertation: Re-contextualizing audiences in open authored software documentation environments  
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

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Audience studies and User experience (UX) research; Content strategy & online information design; Data analytics & corpus analysis; Digital & Rhetoric; Artificial intelligence & machine learning.

## Research

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### Publications

#### PEER-REVIEWED ARTICLES

- **Ranade, N.** & Cata, A. (In press, May 2021). Intelligent algorithms: Evaluating the design of chatbots and search. *Technical Communication*.
- Tham, J., Hocutt, D., Burnham, K., **Ranade, N.**, Misak, J., Duin, A.H., & Pedersen, I. (Forthcoming). Metaphors, mental models, and multiplicity: Understanding student perception of digital literacy. *Computers and Composition*.
- 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 for IEEE International Professional Communication Conference 2020*
- **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.**, & Cata, 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. & L. Wilkes (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.

- **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)*.
- Itchuaqiyaq, C. U., **Ranade, N.** & Walton, R. (Revise and resubmit). Theory to query: Developing a corpus-analysis method using computer programming and human analysis. *Technical Communication*.
- **Ranade, N.** (Under review). Social innovation. In *Keywords, Publications & Concepts in Making + Design Thinking*, Tham, J. (Ed.). Writing Across the Curriculum Clearinghouse.

## Presentations

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### 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 AI. Ladies that UX. Durham, NC.

### Conference presentations

#### INTERNATIONAL

- **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. Society of Technical Communication (STC), India Chapter, Annual Conference. Goa, IN.

#### NATIONAL

- **Ranade, N.** (2020). The Real-Time audience: Data analytics and audience measurements. 38th ACM International Conference on the Design of Communication. (Virtual conference). (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 conference). (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 conference) (Panel)
- **Ranade, N.**, Cata, A. & Stone, M. (2020) User experience studies of inclusivity, Association for Teachers of Technical Writing (ATTW). Milwaukee, WI. (Canceled due to COVID-19.) (Panel)
- Breuch, L. K., **Ranade, N.**, Davis, K. & Wold, R. (2020) Critical social media pedagogies in the technical and professional communication (TPC) classroom, Association for Teachers of Technical Writing (ATTW). Milwaukee, WI. (Canceled due to COVID-19.) (Panel)
- **Ranade, N.** (2019). Big data for audience analysis (2020). Computers and Writing. Greenville, NC. (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.** & Cata, 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)

- **Ranade, N.** (2018). Ways to combat fake content using multi-literacies in technical communication classrooms. Computers & Writing. George Mason University, Fairfax, VA.
- Walls, D. & **Jalindre, N.** (May, 2018). International students' perceptions of mediated P2P review: Subjectivities and experience. Computers & Writing conference, 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, Wil (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

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Content strategy & Information design; Theory & history of technical communication; Technical writing & editing; Instructional design; Usability studies; Project management (Agile and Waterfall, DDLIC); Web design & development; API documentation; Digital & algorithmic rhetoric; Big data & AI; Social justice & advocacy; Inclusive design; Humanistic TC; Research using mixed-methods; Global & Intercultural Communication.

## Teaching Experience

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### 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

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### North Carolina State University (Communications Department)

Raleigh, NC, US

GRADUATE RESEARCH ASSISTANT, WEBSITE DEVELOPMENT AND TECHNICAL COMMUNICATION

May. 2020 - Aug. 2020

- Worked on website development, maintenance and multimedia artifact handling of the vMLK website
- Created documentation for future developers
- Contributed to planning sustainability practices for archiving the digital humanities project

### 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

### 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
- Developed and published video tutorials
- Conducted peer reviews and editorial reviews on documentation guides

### 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

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<b>Technical and Scientific Documentation</b>	MS Word, LaTeX, Swagger, Oxygen XML, Adobe FrameMaker, RoboHelp, Madcap Flare
<b>Programming</b>	Python, JAVA, Javascript, PHP, HTML, jquery
<b>Integrated Development environments</b>	Anaconda, NetBeans, Eclipse
<b>Text Editors</b>	Visual Studio Code, Sublime, Notepad++, Atom
<b>Web development frameworks</b>	WordPress, Wix, Bootstrap, GitHub pages
<b>Data Analytics</b>	Tableau, R, Python, Coding using Microsoft Excel, LancxBox, Google Analytics, Gephi, Voyant
<b>Version control &amp; Issue Tracking</b>	GitHub, BitBucket, JIRA, Perforce
<b>Visual Design</b>	InDesign, Lucidchart, Canva, MS PowerPoint
<b>Multimedia &amp; Podcasting</b>	Camtasia, Audacity, Descript, iMovie, Garage Band
<b>Communication</b>	Slack, Discord, Atlassian Confluence, Zoom, WebEx
<b>Project management</b>	Trello, Asana, Notion

## Honors & Awards

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

## Service

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- 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

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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