

# Nupoor Ranade, Ph.D.

DEPARTMENT OF ENGLISH

George Mason University | 4400 University Dr, Fairfax, VA 22030 | Horizon Hall 4145

☎ (+1) 984-215-8006 | ✉ nranade@gmu.edu | 🌐 www.nupoorranade.com | 🐦 nupoorwriting | 📧 Nupoor Ranade

## Academic Appointments

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### Assistant Professor

GEORGE MASON UNIVERSITY, FAIRFAX, VA, US

Aug. 2021 - Present

- Graduate faculty in the Professional Writing and Rhetoric (PWR) program

### Research Assistant

NORTH CAROLINA STATE UNIVERSITY, RALEIGH, NC, US

Aug. 2017 - Jun. 2021

- College of Humanities and Social Sciences (CHASS) IT Lab
- Website developer and Technical Communicator, Communications Department

### Instructor (Graduate Teaching Assistant)

NORTH CAROLINA STATE UNIVERSITY, RALEIGH, NC, US

Aug. 2016 - May 2020

- Undergraduate instructor, English Department

## Education

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### 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 Grants

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2022	<b>Commonwealth Cyber Initiative's (CCI) Northern Virginia Node (NoVa Node)</b> , Impact of Human Behavior in a Mixed Traffic Environment. Zhang, L. (PI) <b>Ranade, N.</b> (co-PI), Menon, N. (co-PI)	\$40,000
2021	<b>Council for Programs in Technical and Scientific Communication (CPTSC)</b> , Investigating data analytics as a pedagogical practice for technical communication <b>Ranade, N.</b> (co-PI) & Hocutt, D. (co-PI)	\$2000
2020	<b>Association of Business Communication</b> , Margaret (Marty) Baker Graham Research Grant	\$500
2018-19	<b>SAS-CHASS Graduate Industrial Traineeship</b> , Proposal for Research Position	\$29,808

## Honors & Awards

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2022	<b>CCCC Scholars for the Dream Travel Award</b> , National Council of Teachers of English (NCTE)	
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
2017-19	<b>Scholar Award</b> , Humanities, Arts, Science, and Technology Alliance and Collaboratory (HASTAC)	\$500

## Publications

### PEER-REVIEWED ARTICLES

- **Ranade, N.** & Swarts, J. (Forthcoming 2022) Infrastructural Support of Users' Mediated Potential. *Communication Design Quarterly*.
- Melonçon, L., & **Ranade, N.** (2021). Introduction to Special Issue on Accessibility. *IEEE Transactions on Professional Communication*, 64(3), 215-220.
- Davis, K., Hocutt, D., Stambler, D., Veeramootho, C., Tham, J., Duin, A.H., **Ranade, N.**, Misak, J. and Pedersen, I., (2021). Fostering student digital literacy through the Fabric of Digital Life. *Journal of Interactive Technology and Pedagogy*.
- Itchuaqiyaq, C. U., **Ranade, N.** & Walton, R. (2021). Theory to query: Developing a corpus-analysis method using computer programming and human analysis. *Technical Communication*. 68(3), 7–28.
- **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.

### EDITED WORKS

- Melonçon, L. & **Ranade, N.** (September 2021). Special Issue on Accessibility in professional communication. *IEEE Transactions on Professional Communication*.
- Hughes, S. & **Ranade, N.** eds. (August 2019). The “New Normal” Digital Rhetoric Collaborative Blog Carnival 19. Retrieved from <https://www.digitalrhetoriccollaborative.org/category/conversations/blog-carnival/blog-carnival-19/>

### 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 CONFERENCE PROCEEDINGS

- Smith, A., **Ranade, N.** & Baniya, S. (2021). Local users, global takeaways: Methodological considerations for audience advocacy in communication design research. In *The 39th ACM International Conference on Design of Communication (SIGDOC '21)*. Association for Computing Machinery, New York, NY, USA, 269–276.
- **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.

### 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>

## Invited talks

### INTERNATIONAL

- **Ranade, N.** Keynote speaker, The current state of Technical Communication. (2021). *39th ACM International Conference on the Design of Communication*. The Raleigh Hub. Raleigh, NC.

### REGIONAL

- Ridolfo, J. (host), **Ranade, N.**, Smith, A., Wourman, J., Brooks, K., Custer, J. & Green, M. (2022) Lessons from the Field: What Graduate Program Directors and Current Doctoral Students Can Learn from Applicants on the 2020-2021 Job Market (Invited panel) 2022 CCCC Annual Convention.
- **Ranade, N.**, Hocutt, D., Tham, J. & Verhulsdonck, G. (2021) Panel presentation, How might disciplines and professions understand augmentation technology and build digital and artificial intelligence (AI) literacy to foster humane futures?. *Graduate seminar on Humane Futures: Augmentation Technologies and Technical Communication*, University of Minnesota Twin Cities, Minneapolis, MN
- **Ranade, N.**, Pigg, S. & Johnston, A. (2021). Panel on *How to organize the job search process?* Communication, Rhetoric and Digital Media Program Colloquium, NC State University, Raleigh, NC.
- 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)
- Sylvania 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

- Easter, B., Ashley, R., Messina, C. M. & **Ranade, N.** (2022) Centering Feminist Praxis in Coding Literacies, Rhetoric, and Pedagogy. 2022 CCCC Annual Convention.
- Hocutt, D. & **Ranade, N.** (2021) Web Analytics as Complex Information Systems: Preparing Technical Communicators for Wayfinding Solutions that Use Data. 11th Annual Symposium on Communicating Complex Information.
- **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)
- Smith, A., **Ranade, N.** & Baniya, S. (2021). Local users, global takeaways: Methodological considerations for audience advocacy in communication design research. 39th ACM International Conference on the Design of Communication (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.
- 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

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## User Experience Design (ENGH 690/488)

1 section

GRADUATE FACULTY, GEORGE MASON UNIVERSITY, DEPARTMENT OF ENGLISH

Spring 2022

- Cross-listed course comprising of undergraduate, masters, and Ph.D. students
- The course helps students understand and apply the fundamental theories, principles, and guidelines of user experience design (UX). It consists of universal principles applicable to any kind of design involving interaction between humans and non-humans.

## Professional and Technical Writing (ENGH 388)

1 section

FACULTY, GEORGE MASON UNIVERSITY, DEPARTMENT OF ENGLISH

Spring 2022

- Intensive study and practice in various forms of professional and technical writing
- Emphasizes writing for variety of audiences within various professional and organizational contexts.

## Theory and Practice of Editing (ENGH 503/483)

1 section

GRADUATE FACULTY, GEORGE MASON UNIVERSITY, DEPARTMENT OF ENGLISH

Fall 2021

- Cross-listed course comprising of undergraduate, masters, and Ph.D. students
- Teach theoretical and practical concerns about language, process, and technology in professional editing contexts.

## 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

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## 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
- Worked closely with engineers, usability lab consultants, website developers and accessibility experts

## Citrix Systems

Fort Lauderdale, FL, US

INTERN, TECHNICAL WRITER

May 2018 - Aug. 2018

- Developed key performance indicators (KPIs) for audience analysis and for effective documentation
- Conducted customer research for UX designing from data gathered through the annual stakeholders survey
- Assisted in converting documentation files from plain text to Markdown in git environment
- Made content design recommendations to 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)

# Service

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2022-24 **Reviewer and Member of the Editorial Board**, IEEE Transactions on Professional Communication

2022-24 **Member at Large**, Executive Board, ACM SIGDOC

2021- **Associate Editor**, Kairos: A Journal of Rhetoric, Technology, and Pedagogy

2020-21 **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 CPTSC

2019-21 **Student Representative**, Executive Board, ACM SIGDOC

2019-21 **Moderator**, nextGEN listserv

2019- **Proposal Reviewer**, SIGDOC conference

2018-19 **Member**, Search Committee, 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 **Event co-ordinator**, SpeedCon 2016 conference

2013-15 **Volunteer and event co-ordinator**, STC Regional Conference, 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)

Special Interest Group on Design of Communication (SIGDOC)

Society of Technical Communication (STC)

Write the Docs