SAVANTHI MURTHY

User Experience Researcher | savanthi.com

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EDUCATION

Georgia Institute of Technology
MS in Human-Computer Interaction
2018 - 2020

Carnegie Mellon University
MS in Integrated Innovation
2015 – Dec 2016

BMS College of Engineering
B.E. in Industrial Engineering and Management
2009 - 2013

SKILLS

User Research
Affinity Maps, A/B Testing, Card-sorting, Contextual Inquiry, Empathy Maps, Interviews, Journey Maps, Participatory Design, Personas, Surveys, Usability Testing, Wireframes

Tools
Design – Sketch, Figma, InVision, Adobe Illustrator, Adobe XD
CAD - Fusion360, Siemens NX, CATIA
Data and Statistics – Tableau, SPSS
Programming Languages - C, C++, JavaScript, HTML, D3, Arduino, Particle Photon

Physical Prototyping
Woodworking, Laser Cutting, 3D Printing, Sketching, Soldering

Languages
English (fluent), Hindi (fluent), Kannada (Native), German (B1 Level)

ACHIEVEMENTS

Winner - Best in Show Award
Horizons Hackathon by HackGT
Georgia Tech – Spring 2019

"Bringing Shades of Feminism to Human-Centered Computing"
Extended Abstracts of the 2019 CHI Conference on Human Factors in Computing Systems. ACM, 2019.

Silver Medal
(Second in the Order of Merit)
BE in Industrial Engineering & Management

PROFESSIONAL EXPERIENCE

UX Research Intern | Uber
May – August 2019 | San Francisco

- Led, planned and conducted foundational research on eater loyalty in the US, Indian, and Latin American markets to inform current, upcoming and future loyalty product offerings.
- Presented these findings and discussed their impact on ongoing projects with internal stakeholders.
- Initiated an accessibility study of ubereats.com and conducted a workshop for the Uber Eats design and research teams, which led to streamlining of accessibility efforts across Uber and towards improved web accessibility of the Eats platform.

Graduate Research Assistant | Georgia Institute of Technology
January 2019 – Present | Atlanta

- Developing hardware, circuitry, and code for a handheld controller for VR-based campus-planning applications. Designing and evaluating novel interactions for the controller.

User Researcher | Prism Labs
September 2017 – February 2018 | San Francisco

The first UX employee in a Y-Combinator funded startup of 10 that, during my employment, provided user-sourcing and user research as a service to startups and small companies.

- Designed the experience and flow of prism.io backend, client and respondent versions.
- Led, designed, and conducted UX research within Prism Labs, and for all client projects.
- Presented design insights and strategy recommendations to all stakeholders, which directly map to UX improvements in clients' websites.

UX Research Intern | Ordemy & IdeaGPS
July – Sept 2017 | Sunnyvale

A 2-employee startup/venture capitalist collaboration to develop a product for dental assistants. I led UX research and concept generation for the project.

- Identified product opportunity gaps based on findings from generative research to understand the motivations of dental assistants, dentists and recruiters.
- Developed multiple product concepts and usability-tested them with all stakeholders.
- Phone app for dental assistant recognition and appreciation is being developed.

UX Research Associate, IoT | Carnegie Mellon University & PNC Bank
May 2016 - May 2017 | Pittsburgh

- Developed an ecosystem of three ambient devices and the associated digital interface to track and understand the impact of IoT on spending habits of millennials.
- Built a series of working prototypes informed by generative and evaluative UX research.

Product Design Engineer | Mercedes Benz R&D, India
July 2013 - June 2015 | Bangalore

- Led the development of the Door Swing Analysis Template to automate a CAD process.
- Recognized the need and streamlined the German language training for the team.

RESEARCH

Collaborative Security and Privacy (S&P) practices in multigenerational households in the Global South | August 2019 – Present | Georgia Institute of Technology

- Conducted semi-structured interviews with families in urban India to understand how collaboratively managed S&P within social groups in the Global South can inform the design of social cybersecurity systems. Focused on the observability and stewardship around older adults' use of technology.
- Manuscript under review for CSCW 2020