

# Akash Chaudhary

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## EDUCATION

### University of California

*Master of Science, Computational Media*

Advisor : Dr. Norman Su

CGPA : 3.81

### Indian Institute of Technology

*Bachelor of Technology, Production and Industrial Engineering*

Advisor : Dr. Apurbba Kumar Sharma

Major CGPA : 9

**Santa Cruz, USA**

Sep 2021 - present

**Roorkee, India**

Aug 2011 - May 2015

## PROJECTS

### ***“Are You Still Watching?”: Exploring Unintended User Behaviors and Dark Patterns on Video Streaming Platforms***

ACM Designing Interactive Systems '22

Chaudhary, A., Saroha, J., Monteiro, K.

Advisor : Dr. Angus Forbes, Dr. Aman Parnami

### ***Verbose : Designing a Context-based Educational System for Improving Communicative Expressions***

ACM Mobile HCI '21

Chaudhary, A., Belani, M., Maheshwari, N.

Advisor : Dr. Aman Parnami

## WORK EXPERIENCE

### **UX Researcher | Authentic User Experience Lab**

Apr 2022 - Present

- I am currently working in collaboration with Dr. Norman Su who is also my lab advisor, to explore and find out the lived experiences of people living in rural areas.
- We are currently interviewing people to understand the problems faced by people in rural areas due to gaps in infrastructure facilities, especially computing and transportation.

### **Teaching Assistant (Musical Data and Algorithmic Music) | University of California, Santa Cruz**

Jan 2022 - Jun 2022

- I was responsible in assisting my primary instructor in managing the evaluation of course assignments and development of course feedback towards the end.
- I was also responsible for holding office hours with students to review their work material, answer general course related questions, and provide hands-on assistance on python notebooks in weekly assignments.
- I maintained expertise in subject area throughout in order to expose students with up to date trends and recommend useful resources whenever necessary.

## UX Researcher | Creative Coding Lab

Sep 2021 - Mar 2022

- I collaborated with 4 team members including two mentors — UX design expert Dr. Aman Parnami and visualization expert, Dr. Angus Forbes, to identify and prioritize a research project involving design critique of video streaming platforms.
- I worked as the first author on a psychology-based user experience study that involved finding deceptive dark design patterns on popular video streaming platforms — YouTube, Netflix, PrimeVideo and Disney+ Hotstar.
- Our paper got accepted as a full paper conference submission at ACM Designing Interactive Systems 2022.

## UX Research Associate | Weave Lab

Jan 2018 - July 2021

- I collaborated with lab advisor Dr. Aman Parnami, and 2 other lab members at the Indraprastha Institute of Information Technology, Delhi, to come up with a novel design for the development of a speech improvement mobile application.
- Overall, I was responsible for formulating the sketch-based prototypes, conducting user studies, coming up with an exhaustive list of options for the visual representation study and getting directly involved with an intern in the development of the mobile application.
- I was further involved in analyzing user data, as well as formulating SUS usability scores, SEQ user experience questionnaires and semi-structured interviews.
- I worked as the first author on our project and our study got accepted as a full paper at ACM Mobile HCI 2021.

## Data Analyst Intern | Verisk

May 2019 - Sep 2019

- I was responsible for performing data analysis on the Q/A model of the language analysis model BERT for Natural Language Processing tasks on newspaper articles.
- I helped in coming up with domain-specific datasets that helped in fine-tuning the BERT model, thereby improving its accuracy by 1.2%.

## Product Manager | Derbii

Nov 2015 - Dec 2017

- I was responsible for documenting user feedback on our early stage android and iOS mobile applications and coming up with key areas that need improvement.
- I was also responsible for overseeing other verticals of the startup, namely, Investor Relations and Marketing Growth, as well as being involved in discussions with the tech team for future direction.
- As a first employee of the company, I was responsible for fostering industry collaborations and managing investor relations.

## SKILLS

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- **Development** — Python, C, HTML, CSS, JavaScript, P5.
- **Project management** — Managed two projects as first author at Weave Lab. Also managed communications across Design, Ops and Tech at a cab aggregation startup Derbii.
- **High / Low fidelity prototyping** — Sketches, Storyboards, Powerpoint Slides, Figma.