

# Shubhangi Gupta, Ph.D.

User Experience Researcher

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## Experience

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### Exploratorium

Apr'25 – Present

*Human-AI Interaction Researcher, Science and Technology Museum*

*San Francisco, CA*

- Conducting two Interaction Analysis studies on think-aloud sessions (n=35) and naturalistic audio conversations (n= 52) to identify the role of AI in learning; delivering results to design leadership to inform long-term design strategy.
- Leading a study (n=120) evaluating users' learning outcomes using observations and post-visit surveys in response to AI-enabled UX; informed development of this UX using rapid prototyping and fieldwork.
- Mentoring junior researchers in data collection, coding, and analysis across concurrent Human-Centered AI projects.

### Georgia Institute of Technology

Aug 2020 – Aug 2024

*Project Lead Researcher, Local Data Design Lab*

*Atlanta, GA*

- Led multi-phase participatory and qualitative research to uncover user explainability needs for civic AI systems by conducting 25+ expert interviews and 8+ workshops with 60+ participants.
- Partnered with cross-disciplinary stakeholders (data scientists, policy experts, community leaders) to translate insights into actionable design frameworks for human-centered AI development.
- Published and presented findings at CHI, DIS, CSCW, and ICTD conferences.

### IBM

May'22 – Aug'22

*Graduate Research Intern, Responsible and Inclusive Tech*

*Yorktown Heights, NY*

- Spearheaded generative research to identify user safety needs and inform design decisions along AI development lifecycles of ongoing IBM projects; conducted contextual inquiry, survey analyses, and literature reviews.
- Translated research findings into an AI risk assessment framework for adoption across IBM at scale, guiding product and design direction for safe, user-centered AI development.

### Google

Aug'21 – Nov'21

*User Experience (UX) Research Intern, Ads Privacy and Safety*

*Remote*

- Identified users' data transparency and control needs to inform the design of the Google Ad Center.
- Led and executed 2 end-to-end interview studies (30+ users in 3 countries) and 1 survey-based diary study (5 days, 25+ users, 350+ survey responses).
- Successfully got leadership buy-in to design and lead a foundational study that investigates users' online privacy.

### Striim Inc.

May'19 – Jul'19

*User Experience Research and Design Intern*

*Palo Alto, CA*

- Led UX research to make and evaluate design recommendations for the Striim dashboard and onboarding.
- Identified usability flaws across task flows to help redesign the Striim platform and its visual design system.
- Collaborated with product and engineering stakeholders to define and align on user needs for the Striim platform redesign.

## Education

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### Georgia Institute of Technology

2020 – 2024

*Ph.D. in Digital Media (Human-Centered AI), Minor: Science and Technology Studies*

*GPA: 4/4*

### Georgia Institute of Technology

2018 – 2020

*MS in Human-Computer Interaction (HCI), Specialization: Interactive Computing*

*GPA: 4/4*

### Indian Institute of Technology, Guwahati

2014 – 2018

*Bachelor of Design (User Experience and Interaction Design)*

*GPA: 9.1/10*

<b>The Unknowable Algorithm: Partial Explaining by Local Publics</b> Shubhangi Gupta & Yanni Loukissas   <i>In Submission</i>	2025
<b>Just Good Enough Explanations: What The Public Needs To Know About Civic Algorithms</b> Shubhangi Gupta   <i>PhD Dissertation</i>	2024
<b>Reflexive Data Walking: Embodied Explorations at the Boundaries of Space and Knowledge</b> Sylvia Janicki, Shubhangi Gupta & Nassim Parvin   <i>ACM Conference on Computer-Supported Cooperative Work (CSCW)</i>	2024
<b>Mapping the Smart City: Participatory Approaches to XAI</b> Shubhangi Gupta   <i>ACM Designing Interactive Systems Conference (DIS Companion)</i>	2023
<b>Making Smart Cities Explainable: What XAI Can Learn from the “Ghost Map”</b> Shubhangi Gupta & Yanni Loukissas   <i>ACM CHI Conference on Human Factors in Computing System (EA)</i>	2023
<b>Rethinking Safe Mobility: A Case Study of Safetipin in India</b> Shubhangi Gupta, Sylvia Janicki, Pooja Casula & Nassim Parvin   <i>ACM ICTD International Conference on Information &amp; Communication Technologies and Development</i>	2022
<b>Concerns About the Promises of AI Tutors: A Case Study of MATHia</b> Shubhangi Gupta, A. Anupam   <i>Society for Social Studies of Science (4S)</i>	2020
<b>Collective Care: From ‘independence’ to ‘inter-dependence’</b> Shubhangi Gupta   <i>Poster at Tapia</i>	2020
<b>Social Sustainability of Online Instant Messaging Platform—WhatsApp</b> Shubhangi Gupta & Pankaj Upadhyay   <i>Research into Design for a Connected World 2019</i>	2019

*Workshops*

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<b>Unsettling Boundaries through Data</b> Shubhangi Gupta & Sylvia Janicki   <i>Workshop at the 2021 Information + Conference</i>	2021
<b>Monitoring Student Learning: Critically Analyzing the ‘Idealized’ Case</b> Shubhangi Gupta & Aditya Anupam   <i>Workshop at the 2021 Connected Learning Summit</i>	2021

*Invited Talks*

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<b>Explaining and Mapping Civic AI</b> <i>Visualization in Science and Education, Gordon Research Conference</i>	2025 Lewiston, ME
<b>Politics of Safety in India: Technology and Perpetuation of Gendered Discourses</b> <i>Ivan Allen College of Liberal Arts Graduate Student Conference 2021</i>	2021 Atlanta, GA
<b>Situating ‘Data’ and ‘Design’</b> <i>Sprinklr Design Team</i>	2020 Remote, India
<b>Concerns About the Promises of AI Tutors: A Case Study of MATHia</b> <i>Society for Social Studies of Science (4S)</i>	2020 Remote, US

*Research Methods and Tools*

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<b>Qualitative Research and Analysis:</b> Interviews, Usability Tests, Journey Mapping, Focus Groups, Contextual Inquiry, Field Studies, Think-Alouds, Participatory Research and Design, Surveys, Research through Design, Coding (Inductive, Abductive, In vivo), Memoing, Interaction Analysis, Content Analysis, Thematic Analysis, Affinity Mapping, Interaction Design, Personas, User Flows, Card Sorting, Literature Reviews
<b>Quantitative and Statistical Analysis:</b> Regression Analysis, ANOVA, T-tests, Python, Stata
<b>AI Expertise:</b> Human-Centered AI Literacy and Explainability, Responsible AI, Critical Data and Algorithmic Studies, Science and Technology Studies (STS)
<b>Design and Visualization:</b> Adobe Suite, Figma, Sketch, Data Visualization, Storytelling, Tableau, Mapbox