

HANDE BATAN

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EXPERTISE

UX Methods: Ethnography for Design, Interviews, Surveys, Inductive Thematic Analysis and Coding, Content Analysis, Wireframing, Participant Observation

Technical: Figma, Canva, Miro, Python, MySQL, Microsoft Excel, Alteryx, Tableau, R, HTML, CSS, P5.js

Certificates: [AI for Designers](#), [Wireframes and Low-Fidelity Prototypes](#)

WORK EXPERIENCE

PhD UX Researcher, Dept. of Information Science

August 2021-May 2024

University of Colorado Boulder

Boulder, CO

- Contributed and led multiple mixed methods investigations of online forums to understand how misinformation intertwines with genuine discussions on vaccine hesitancy targeting minority or marginalized groups
- Identified influential discursive and issue frames that impact behavior change in online communities, developed personas discussing or engaging with medical misinformation, assessed the evolution of discourse over time
- Built experience using social media APIs (e.g. Reddit, Twitter), cleaning, synthesizing, analyzing, and visualizing largescale datasets. Expertise in conducting human-subjects and ethnographic research to inform findings.

Teaching Assistant, Dept. of Information Science

January 2020-May 2024

University of Colorado Boulder

Boulder, CO

- Taught and managed four courses on topics from coding to survey design, prepared materials, delivered lectures
- Oversaw the academic progress of $\simeq 40$ students each semester, provided student mentorship during office hours

PROJECT EXPERIENCE

Redesigning Grocery Shopping Experience

Spring 2023

- Conducted interviews and ethnographic observation with shoppers to understand their habits and experiences.
- Used content analysis, ideation techniques (e.g. brainstorming and laddering), and affinity mapping to derive key pain points of target users and contribute short and long-term design recommendations

Design Recommendations for Denver Museum of Nature and Science

Spring 2023

- Used ethnographic methods (spontaneous interviews, participating in activities, and observation) to understand visitor experiences
- Performed multiple iterations of clustering techniques such as affinity mapping to give design recommendations to improve accessibility, understandability, and the overall visitor experience

PUBLICATIONS

- Palen, L., Rama Subramanian, D., **Batan, H.**, Diamond, L., & Harris, T. Fertile Ground: Social Convergence of Information Disorder: Discourse Analysis of “Fertile Ground” for COVID-19 Vaccine Hesitancy. [Under Review].
- Diamond L., **Batan H.**, Anderson J., Palen, L., [The Polyvocality of Online COVID-19 Vaccine Narratives that Invoke Medical Racism](#) 2022 Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI 2022) **Best Paper Honorable Mention**
- **Batan, H.**, Radpour, D., Kehlbacher, A., Klein-Seetharaman, J., & Paul, M. J. [Natural vs. artificially sweet tweets: characterizing discussions of non-nutritive sweeteners on Twitter](#). 2021 Explainable AI in Healthcare and Medicine: Building a Culture of Transparency and Accountability, 179-185.

EDUCATION

University of Colorado Boulder

January 2020-May 2021

M.S. in Information Science *Advisor: Dr. Leysia Palen*

Master’s Project: Landscape of Twitter’s Deception: Bots & Automation

University of Colorado Boulder

August 2015-May 2019

B.S. in Business Analytics and Entrepreneurship & Strategy

Minor in Information Science