

# Samarth Singhal

Designer | Researcher | Engineer

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## EXPERIENCE

### Unity | Senior UX Designer

APR 2020 - PRESENT | VANCOUVER, BC

- Leading the product design for real-time 3D tools to transform non-gaming industries. Empowering non-technical users to create faster 3D content using easy to use authoring workflows.

### Finger Food Advanced Technology Group | UX Designer

AUG 2019 - APR 2020 | VANCOUVER, BC

- Overseeing implementation of the user experience from product conception to launch for an autonomous cleaning robot dashboard. Collaborating with internal and external designers, project leads, and leadership to develop UX strategy.

### North Inc. | Design Technologist

MAR 2018 - JUL 2019 | KITCHENER, ON

- Lead the early ideation, design, and development of projects related to contextual computing, AI/ML, sensing, interaction techniques to explore new concepts and experiences for next generation of smart glasses.
- Showcased the value of generative and evaluative user research by enhancing the in-house research capabilities and championing the culture of continuous learning from development efforts across .

### Simon Fraser University | Graduate Research Assistant

SEP 2015 - MAR 2018 | VANCOUVER, BC

- Prototyped, developed, and conducted foundational and evaluative research on the area of connecting people over distance adopting a wide range of research methods and tools (qualitative and quantitative).

### Samsung | UX Intern

MAY 2016 - AUG 2016 | VANCOUVER, BC

- Developed a smartwatch application to enhance workplace collaboration and awareness among flight attendants and crew members.

### Infosys Ltd. | Senior Systems Engineer

JUL 2012 - JUL 2015 | INDIA

- Worked as a PeopleSoft Technical Analyst responsible for developing and enhancing a CRM tool using agile methodology, and collaborating with various distributed teams to ensure compatibility and scalability.

## EDUCATION

### Simon Fraser University | MS HCI

SEP 2015 - AUG 2017 | VANCOUVER, BC

Thesis: Designing Communication Technologies for Couples to Support Touch Over Distance

Advisor: Carman Neustaedter

### Jaypee University | B.Tech CSE

JUN 2008 - JUL 2012 | INDIA

Thesis: Augmented Chemistry - Interactive Educational Tool for Chemistry

## SKILLS

### Research

Usability Testing  
Contextual Inquiry  
A/B Testing  
Ethnography

User Interviews  
Heuristic Evaluation  
Quantitative Surveys  
Eye Tracking

### Design

User Journey  
Personas  
Storyboarding  
Wireframing

Rapid Prototyping  
Wizard of Oz  
Empathy Maps  
Data Visualization

### Tools

Figma  
Sketch  
Framer

InVision  
Unity Editor  
Pen & Paper :)

### Development

Python  
Java | Android  
C/C++

Arduino  
TensorFlow | TFLite

## PATENTS

- Systems, devices, and methods for generating messages  
US20200007672A1 | Google LLC | Pending
- Systems, devices, and methods for assisting human-to-human interactions  
US20200202129A1 | Google LLC | Pending
- Systems and methods for image data management  
Google LLC | Pending

## SELECTED PUBLICATIONS

- **Singhal, S., Neustaedter, C., Odom, W., Bartram, L. & Heshmat, Y. (2018) Time Turner: Designing for Reflection and Remembrance of Moments in the Home, CHI 2018**
- Neustaedter, C., **Singhal, S.**, Pan, R., Heshmat, Y., Forghani, A., & Tang, J. (2018) *From Being There to Watching: Shared and Dedicated Telepresence Robot Usage at Academic Conferences*, **TOCHI 2018**
- **Singhal, S. & Neustaedter, C. (2018) Caller Needs and Reactions to 9-1-1 Video Calling for Emergencies, DIS 2018**
- Wong, S., **Singhal, S.** & Neustaedter, C. (2018) *The Study and Design of Collaboration Tools for Flight Attendants*, **International Journal of Mobile Human Computer Interaction**
- Yang, L., Jones, B., Neustaedter, C. & **Singhal, S.** (2018) *Shopping Over Distance through a Telepresence Robot*, **CSCW 2018**
- Pan, R., **Singhal, S.**, Riecke, B., Cramer, E. & Neustaedter, C. (2017) *MyEyes: The Design and Evaluation of First Person View Video Streaming for Long-Distance Couples*, **DIS 2017**
- Shakeri, H., **Singhal, S.**, Pan, R., Neustaedter, C. & Tang, A. (2017) *Escaping Together: The Design and Evaluation of a Distributed Real-Life Escape Room*, **CHI PLAY 2017**
- **Singhal, S.**, Neustaedter, C., Ooi, Y. L., Antle, A. & Matkin, B. (2017) *Flex-N-Feel: The Design and Evaluation of Emotive Gloves for Couples to Support Touch Over Distance*, **CSCW 2017**
- **Singhal, S., Bagga, S., Goyal, P., & Saxena, V., (2012) Augmented Chemistry: Interactive Education System, IJCA 49, 15 (July 2012).**

## VOLUNTEER

### Student Volunteer

- ACM CSCW 2017, CSCW 2018

### Formula 1 Marshall

- Marshall for Indian Grand Prix in 2011-13

## HONORS AND AWARDS

Clark Wilson LLP Scholarship, 2017

SFU Graduate Fellowship, 2017-18

GEM of Growth Market - Infosys, 2015

Westpac Recognition Award, 2014

1st Prize at ACM Delhi-NCR Chapter, 2012

## TEACHING & SERVICES

### Conferences and Events

- Vancouver UX Awards 2020
- ACM CHI 2016, 2018, 2019
- DIS 2018
- CSCW 2017

### Teaching Assistant

- Design Evaluation (IAT 432) | Spring 2016, Spring 2017
- Web Design and Development (IAT339) | Fall 2015, Fall 2016