

Sai Siddartha Maram

msaisiddartha1@gmail.com | +1-669-264-9099 | siddu1998.github.io

Work Experience

UX Researcher, Game User Interaction and Intelligence Lab, USA June 2021 – Present

- Developed an **LLM-based framework** to analyze gamer perceptions of religion in videogames across **Reddit**, leading to publications at **CHI Play'24** and best paper at **DIS'25**.
- Conducted **10 in-depth user interviews** with cultural stakeholders to create a **design framework** for referencing and evaluating **cultural elements in videogames**, resulting in publications at **CSCW'23**, **CHI'22**, **ICEC'22**, and **FDG'23**.
- Collaborated with **5 classrooms** and over **60 students** to develop **LLM-based learning systems**, identifying **8 strategies** to enhance AI chatbot interactions for education, resulting in publications at **ACM SAC'24**, **ISLS 2025**, and **BJET 2025**.
- Designed and executed **3 large-scale surveys**, leveraging **statistical analysis (Python, SQL)** to develop a framework for player reflection after gameplay, leading to publications at **IEEE CoG'23** and **CHI'24**.

UX Research Intern, Microsoft, USA June 2025 – September 2025

- Designed and developed AURA Canvas, an LLM-based data analysis tool supporting thematic analysis, **reducing researcher workload by an average of 5 hours per study**.
- Designed and developed an agentic UX workflow that enabled unmoderated interviews across time zones and languages, **reducing research timelines by 42% and cutting external vendor costs by \$300K annually**.
- Developed and implemented in-app feedback collection strategy for LLM conversations in the context of gaming. Design and content optimizations drove a 13% increase in voluntary feedback submission rates.

UX Research Intern, Microsoft, USA June 2024 – September 2024

- Conducted **13 usability studies** on Xbox Family Safety and Microsoft Family Safety apps, **uncovering 8 design and functionality misalignments** with parents' goals for effective parental control.
- Proposed a **streamlined strategy** to consolidate **6 parental control touchpoints** into a unified application, enhancing usability and reducing friction for parents.
- Developed a **taxonomy of parental interaction patterns**, providing a benchmark to inform future design decisions for videogame parental controls.
- Established an LLM based **sentiment analysis pipeline** to analyze recurring customer pain points on Reddit, uncovering key usability issues affecting parental control experiences.

UX Research Intern, Meta, USA June 2022 – September 2022

- Conducted **12 user interviews** with Facebook users, identifying **4 key expectations** for the Facebook *Top of Home* experience.
- Led **18 co-design sessions** with Facebook users, resulting in the development of new features for Facebook Feed, including **Facebook Sports Cards**, **Spotify Connect**, and **Location Sharing**—all currently live and serving users on Facebook and Instagram.
- Conducted **usability studies** to evaluate and validate co-design concepts i.e. Spotify Connect, Facebook Sports Cards.

Education

Ph.D. Candidate, University of California, Santa Cruz, USA – Human Computer Interaction August 2021 – March 2026

B.E. in Computer Science, Thapar Institute of Engineering & Technology, Punjab, India August 2016 – May 2020