

Sai Siddartha Maram

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Education

Ph.D., University of California, Santa Cruz, USA – Human Computer Interaction	August 2021 – March 2026
B.E. in Computer Engineering, Thapar University, Punjab, India	August 2016 – May 2020

Work Experience

UX Research Intern, Microsoft, USA	June 2025 – September 2025
<ul style="list-style-type: none">Designed and deployed an UX workflow leveraging OpenAI agents and Power Automate to conduct unmoderated playtests. This design and deployment approximately cut external vendor costs by \$200K annually.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.Drove a 17% increase in voluntary user feedback by conducting 6 co-design sessions to refine the Xbox Gaming Copilot feedback system.	
UX Research Intern, Microsoft, USA	June 2024 – September 2024
<ul style="list-style-type: none">Identified 8 critical design and functionality misalignments across the Xbox and Microsoft Family Safety apps following 13 usability studies. This research directly informed the decision to merge 3 redundant features, resulting in projected savings of \$100K in annual engineering and computing costs.Collaborated with UX researchers and leadership to design and deploy an LLM-based sentiment analysis pipeline, successfully reducing the time-to-detection for critical parental control UX issues from a monthly cycle to instant triage and response.Conducted co-design sessions with parents to identify 4 key approaches for fostering good gaming habits and enhancing positive family gaming experiences (e.g., reward systems).	
UX Research Intern, Meta, USA	June 2022 – September 2022
<ul style="list-style-type: none">Led 18 co-design sessions with Facebook/Instagram users that drove the development of high-impact features for Meta, including Facebook Sports Cards, Spotify Connect, and Map Sharing. These features are now live on Facebook and Instagram, serving millions of users globally.Executed 10 usability studies and quantitative surveys to validate features such as Spotify Connect and Facebook Sports Cards. Analyzed data using statistical methods (Python and SQL) to ensure design decisions were data-driven.	
UX Researcher, GUII Lab, USA	June 2021 – June 2024
<ul style="list-style-type: none">Developed an LLM-based framework, using Google Gemini embeddings and OpenAI embeddings, to analyze gamer perceptions of religion in videogames across Reddit, resulting in 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 15 faculty to develop LLM-based learning systems and curriculum. Identified 8 strategies for LLM-based reflection and learning, resulting in publications at ACM CHI'23, ISLS 2025, and BJET 2025.	
UX Researcher, Invento Robotics, India	June 2020 – May 2021
<ul style="list-style-type: none">Conducted ethnographic studies and usability studies to understand fleet manager difficulties in handling LiDARs and robots. Proposed fixes and UX strategies reduced time to deploy robots from 2 days to 4 hours.Conducted generative interviews with healthcare workers to develop conversational user interfaces that can assist in triage and administer medicines to highly infectious patients.	

Skills

Research Methods: User Interviews, Game User Research, User Journeys, Card Sorting, Diary Studies, Thematic Analysis, Grounded Theory, Participatory Design, Co-Design, Usability Testing, Information Architecture, Surveys, Statistical Analysis, Prototyping

Tools & Technologies: Figma, NVivo, Dscout, Qualtrics, Atlas, Python (Advanced), SQL (Advanced), R, HTML, CSS, JavaScript, ML/LLMs, MCPs