

Sai Siddartha Maram

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Work Experience

- UX Research Intern**, Microsoft, USA June 2025 – September 2025
- Designed and deployed an **UX workflow leveraging OpenAI agents and Power Automate** to conduct unmoderated playtests agnostic of time zones and languages. This design and deployment cut external vendor costs by **\$500K annually** while **reducing research timelines** by **42%**.
 - 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 develop and refine the Xbox Gaming Copilot feedback system.
- UX Research Intern**, Microsoft, USA June 2024 – September 2024
- 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 \$600K** 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 **12 semi-structured interviews** to develop a **taxonomy of parental interaction patterns**, providing a benchmark to inform future design decisions for videogame parental controls.
- UX Research Intern**, Meta, USA June 2022 – September 2022
- 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.
 - Conducted **12 user interviews** with Facebook users to develop a **taxonomy of interaction patterns** for the Facebook Top of Home experience.
- UX Researcher**, GUII Lab, USA June 2021 – June 2024
- 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 SAC'24**, **ISLS 2025**, and **BJET 2025**.

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