

Sai Siddartha Maram

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

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

- Designed and deployed an **UX workflow leveraging OpenAI agents and Power Automate** to conduct unmoderated playtests. This design and deployment 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**.

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 \$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**.

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.

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**.
- 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

- Designed and developed fleet management portals to support LiDAR mapping, and navigation of robots. Conducted ethnographic studies and usability studies to understand fleet manager difficulties in deploying robots and reduced time to deploy from **2 days to 4 hours**.
- Developed HRI interfaces using ROS and Django, for robotic fleet managers to determine navigation paths, customer interaction patterns and managing robot interaction features.

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