

Sai Siddartha Maram

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

Experience

-
- UX Research Intern**, Microsoft, USA June 2025 – Present
- Designed and developed AURA (AI User Research Assistant) Interview, an agentic UX workflow tool enabling unmoderated interviews across time zones and languages, **reducing research study timelines by 42%**.
 - Designed and developed AURA Canvas, an LLM-based data analysis tool supporting visual and thematic analysis, **reducing researcher workload by an average of 5 hours per study**.
 - Designed and developed AURA Survey, a conversational LLM-powered survey that **improved participant immersion and engagement by 83% during playtest feedback sessions**.
- 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**, collaborating with users to refine experiences that better support their needs on Facebook.
 - Designed and prototyped 21 new user experiences** based on insights from co-design sessions, directly shaping future iterations of Facebook *Top of Home* (e.g., Facebook Sports Cards, Spotify Notes).
 - Conducted **usability studies** to evaluate and validate critical product assumptions, ensuring a user-centered approach to improving Facebook *Top of Home*.
- Graduate Student Researcher**, Game User Interaction and Intelligence Lab, USA June 2021 – Present
- Developed an **LLM-based framework** to analyze gamer perceptions of religion in videogames, contributing to academic discourse and 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**.

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