

# Sai Siddartha Maram

Portfolio : <http://siddu1998.github.io>

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<b>EDUCATION</b>	<b>University of California, Santa Cruz, USA</b> September 2021 - December 2025 <i>Ph.D. Student, Human-Computer Interaction</i>
	<b>Thapar University, Punjab, India</b> August 2016 - May 2020 <i>UG, Department of Computer Science</i>
<b>WORK EXPERIENCE</b>	<b>Microsoft (Xbox)</b> June 2024 - September 2024 UX Research Intern <ul style="list-style-type: none"><li>• Conducted <b>13 usability studies</b> to understand pain-points and opportunities for parental controls in videogames.</li><li>• Initiated strategy for merging Microsoft's <b>6 parental control end-points into a single streamlined application.</b></li><li>• Established a <b>taxonomy of mental models around parental controls</b> and parenting styles for future designers and stakeholders to design videogame parental controls.</li></ul>
	<b>Game User Interaction and Intelligence Lab, USA</b> June 2021 - June 2024 Graduate Student Researcher <ul style="list-style-type: none"><li>• Developed an <b>LLM-based</b> framework for understanding perceptions of gamers around the use of religion in videogames, leading to publications at <b>CHI Play'24.</b></li><li>• Conducted <b>10 user interviews</b> with cultural stakeholders to establish a design framework for referencing <b>cultural elements in videogames</b>, resulting in publications at <b>CSCW'23, CHI'22, ICEC'22, and FDG'23.</b></li><li>• Conducted <b>3 large surveys</b> and <b>10 player interviews</b>, utilizing <b>statistical methods (Python, SQL)</b> to develop a framework for player reflection after gameplay, leading to publications at <b>IEEE CoG'23</b> and <b>CHI'24.</b></li><li>• Conducted <b>2 diary studies</b> and <b>2 game playtests</b> over 21 days to study the correlation between videogames and stress, resulting in publications at <b>FDG'23, HCI'22, and CHI Play'22.</b></li></ul>
	<b>Meta (Facebook), USA</b> June 2022 - September 2022 UX Research Intern <ul style="list-style-type: none"><li>• Conducted <b>12 User Interviews</b> with Facebook users and discovered <b>4 major user expectations</b> for Facebook <i>Top of Home.</i></li><li>• Executed <b>18 Co-Design</b> sessions and <b>validated</b> the design assumptions of the product design team for Facebook <i>Top of Home.</i></li><li>• <b>Prototyped 21 new experiences</b> identified from Co-Design sessions for Facebook <i>Top of Home.</i></li><li>• Developed strategy for the development of <b>Facebook NFL scoreboard, Facebook Sports Quiz</b> (currently live on Facebook).</li></ul>
<b>SKILLS</b>	<b>Research:</b> User Interviews, Game User Research, User Journeys, Card Sorting, Dairy Studies, Thematic analysis, Grounded Theory, Participatory Design, Usability Testing Information Architecture, Surveys, Statistical methods, Prototyping  <b>Tools:</b> Figma, Dscout, Optimal Card Sort, HTML, CSS, JavaScript, Python (advanced), SQL, Machine Learning, Data Science