

Samvith Srinivas

Researcher and Designer with 6+ years experience designing human centered products.

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Education

University of Pittsburgh, Pittsburgh

Ph.D., Information Science
Specialization: Human Computer
Interaction (HCI)
April 2010

University of Pittsburgh, Pittsburgh

M.S., Information Science
April 2004

University of Madras, India

B.Tech., Information Technology
April 2002

Skills

Interaction Design & User Research

Lean UX, Design Thinking, Contextual
Inquiry, Contextual Design, Information
Architecture, Agile Design, Wireframing,
Design Strategy, Paper Prototyping,
Storyboards,
Personas and Scenarios, Affinity Diagrams,
Surveys

Evaluation

Heuristic Evaluation, Usability Testing,
Think-Aloud Studies, Cognitive Research,
Cognitive Walkthroughs

Design Tools

Adobe CS5 (Illustrator, Dreamweaver,
InDesign), Balsamiq

Professional Experience

Allstate Insurance Corp, Chicago, IL (~4 years)

Senior UX Researcher/ Manager Allstate, Arity | Aug '16 - Present

- Lead a team of UX researchers. We serve as the voice of our customers and advance design research at Arity.
- Lead the UX Research efforts for Arity's B2C product suite.

Senior UX Researcher Allstate, Connected Car | Oct '14 - Aug '16

- Led the UX Research efforts for Allstate's Connected Car product suite.
- Served as the voice of the user to advocate their story across the enterprise.
- Led and contributed to efforts to grow the UX Research practice at Allstate.

UX Architect Allstate Financial Technology | Dec '12 - Oct '14

- Led User Research and Usability Testing effort in the development of a proprietary life insurance quoting Software (SW). Designed and tested the SW for mobile, tablet and desktop platforms.
- Introduced various improvements and enhancements to existing UX research methodology.
- Trained colleagues on UX methods and led initiatives to evangelize UX across the organization.

MAYA Design Inc., Pittsburgh, PA (~2 years)

Designer & Researcher Human Sciences Dept. | Aug '10 - May '12

Selected Projects (Grouped by Industry)

Industrial Devices Manufacturers

- Emerson Process Management, ProLink III: Designed and conducted Contextual Inquiries and Usability Tests. Redesigned the SW interface to remote liquid- and gas-flow measuring devices. Designed visualizations that displayed complex data across multiple devices. SW used as a showpiece for the User Centred Design (UCD) process. As one executive summarized: it was the "best software product" he had "seen and used in 20 years."
- Emerson Climate Technologies, Comfort Alert: Led user research and design of the SW interface to the worlds first smart communicating scroll compressor. The SW interface allowed real time display of compressor operating conditions and fault history.

Work Authorisation Status : United States Permanent Resident

Leadership & Service

Business

UXR Manager, Foundational member of UX Research team at Allstate. Led Design Research for Allstate's telematics company-Arity, LLC.

Academia

President, School of Information Sciences (SIS) Alumni Society, University of Pittsburgh 2013–Present

Council Member, School of Information Sciences University of Pittsburgh 2007–2008

Advisor International Services Advisory Committee, University of Pittsburgh 2005–2007

President, Doctoral Guild SIS, University of Pittsburgh 2004–2005, 2006–2008

Guest Lecturer for Graduate Research Methods course at the School of Design—Carnegie Mellon University (CMU) 2011

Science

Reviewer, Advanced Visual Interfaces (International Working Conference); Virtual Reality (Journal).

Technical Editor, Spatial Cognition and Computation, an Interdisciplinary Journal 2004–2007

Honors & Awards

- Allen Kent Award (2008) for outstanding contribution to Information Science, Pittsburgh, PA.
- Google Award (2007) for promising doctoral research proposal—COSIT 2007, Melbourne, Australia.

- Schweitzer Engineering Laboratories, Inc.: Co-moderated a three-day workshop to help integrate UCD methods into their existing development processes. Workshop was described by executives as “one of the best training workshops” they attended.

Healthcare

- Phillips Respironics: Identified stakeholders and conceptualized solutions for the next generation of interfaces to assisted breathing devices. Created materials that helped spread the vision both internally and externally. Internal stakeholders commented that we had “hit a home run” with our proposed solutions.

Technology and Finance

- Interstacks: Led the usability research effort for the Interstacks user interface. Interstacks' is a building block to MAYA's pervasive computing research efforts.
- Dun and Bradstreet: Created Game Design Heuristics to help design and evaluate a financial SW product. Conducted user research to understand consumer needs and mindset at an inception stage.

Informing Design, Inc Research Intern | May '08 - Jul '08

- Assessed patents relative to state of the art in the field of Spatial Cognition.

Academic Experience

Doctoral Researcher | 2004 - 2010

Specialization: Spatial Cognition, Adaptive Systems, HCI.

Dissertation Research

- Explored interactions between human motivation and spatial knowledge and possible implications for system design.

Secondary Research

- Explored the problem of task allocation in teams for launch and range operations at the Kennedy Space Center.

Teaching Fellow University of Pittsburgh | 2008 - 2009

Course Taught: INFSCI 1044 - Human Factors in System Design.

Publications (Selected)

Author

Influence of Motivation on Wayfinding (2010) Doctoral Thesis.
Knowledge Based Schematization of Route Directions (2007) Spatial Cognition V.

Co-Author

Enriching Spatial Knowledge through a Multiattribute Locational System (2010) Spatial Cognition VII.

This is the Tricky Part: When Directions Become Difficult (2010) Presenting Spatial Information: Granularity, Relevance, and Integration-Special Issue of the Journal of Spatial Information Science.

Task Allocation in Teams for Launch and Range Operations (2005) International Conference on HCI

Recommendations (Selected)

“...Any employee would be very lucky to have Sam Srinivas as a colleague, but even luckier to have him as a manager.” February’ 2017

Amanda McGuire, UX Researcher, Allstate

“...Three years later, I am still with Allstate because of my interactions with Sam. He demonstrated everyday what it means to work hard, produce quality work and care for others around you. I am now a part of the program team, overseeing the rotational/manager assignments. Sam now leads multiple LDPs on his team and has built a reputation for himself as one of Allstates most valuable early career managers.” October’ 2016

Nikkola (Nikki) Labaschin, UX Architect, Allstate

“...Sam’s management style helped shape my confidence as a UX researcher—he pushed me to continuously take on more and more ownership of projects, while at the same time, he stayed present and graciously acted as a resource if I ever needed help or guidance. By managing in this style, Sam created an supportive environment where I felt safe and confident to test the limits of my abilities and grow, and because of this, I accomplished more than I ever thought I was capable of.” April’ 2016

Olivia Mahler-Haug, UX Researcher, Allstate

“... I have had the pleasure of working and teaching with Dr. Srinivas. His expertise as a human scientist and designer has been instrumental in supporting our clientele, most of whom are multi-national Fortune 500 companies. It’s difficult to find such accomplished scientist who has both a knack for R&D and teaching.” June’ 11

Christopher Pacione, Director and CEO, LUMA Institute

“...Dr. Srinivas has applied the principles and practices of human-centered design to several projects on our clients' behalf and worked to improve the usability of systems ranging from remote liquid- and gas-flow measuring devices to web sites that allow self-service access to complex health insurance information. Just as important for a consultancy, Dr. Srinivas has played a leading role as a project manager for projects at MAYA and has been a significant resource for our business development, project estimation, and outreach efforts. It is a unique and valuable skill to be a productive resource on projects while also being adept at project management, business development, and, in Dr. Srinivas’ case, training and teaching as well.” Aug’ 11

David Bishop, Director of Human Sciences Group, MAYA Design, Inc.

“...Samvith is a truly nice guy and he approaches his work with great thought and diligence. Much of the success of that project we worked on was because Sam took the lead on pulling together the analysis. He's not shy about rolling up his sleeves and pitching in.” May’ 12

Paul Gould, Senior Designer MAYA Design, Inc.

“Dr. Srinivas’ work in the area of motivation and wayfinding helps advance our understanding of the variables involved in navigation and wayfinding. The results of his research are manifold. His research shows that when working under motivated conditions and under a time constraint, humans perform simple spatial tasks more efficiently than they do when working under not-motivated conditions and under no time constraint. However, humans are not more efficient when performing complex spatial tasks under a lot of pressure—motivated conditions and under a time constraint... The significance of this contribution cannot be understated...” July’ 12

Dr. Francesca Pazzaglia, Professor, Department of General Psychology, University of Padova, Italy

Titles of recommenders are as held at the time of recommendation