

Siddharth Mehrotra

Human Computer Interaction | Graduate Student

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My prowess lies in Human Computer Interaction, Accessible design, UI/UX, Psychology, Usability Engineering and Social Science Research. I designate myself as a HCI researcher who knows how to extract meaning from user data and interpret design principles to improve the product. I have good understanding of techniques to collect and analyze data, working with various stakeholders and to present data in meaningful and transparent ways for decision making.

Research Culmination

- Patents Filed :** 2 (Location- Europe)
- Peer-Reviewed Publications :** 4 in top tier conferences of HCI including CHI, ASSETS and IndiaHCI
- Citation Index since 2014 :** 22, h-index : 2, i10-index : 1
- Conference Reviewer :** UIST'19, CogSci '19, CHI'19, CSCW '19 '18, MobileHCI'18, NordiCHI'18, VRST'19 '17, ISMAR'17, Ubicomp & ISWC'17
- Community Contribution :** SIGCHI Executive Committee Student Volunteer, SIGCHI Team Lead - Accessibility Issues to Support Inclusive Events (4 volunteers)

Education

- 2017-Present **M.Sc, Media Informatics**, Bonn-Aachen International Center for Information Technology (b-it), Germany. *b-it is jointly carried by four prestigious universities and research institutions, namely RWTH Aachen University, the University of Bonn, the University of Applied Sciences Bonn Rhein-Sieg, and the Fraunhofer-Gesellschaft.* GPA : 1,9 Supervisor : Prof. Dr. Jan Borchers
- 2011-15 **Bachelor of Technology, Computer Science**, Galgotias University, India. CGPA : 8.63/10

Work Experience

- June 2019 - Present** **Student Assistant, Usable Security And Privacy Group, University of Bonn, Germany**
 - > Cooperation research project with ETH Zürich for usability and user experience analysis of SCION (Scalability, Control, and Isolation On Next-Generation Networks)
 - > Defining and measuring UX goals and metrics for SCION with teams in Bonn & Zürich.**Skills:** Remote Usability Testing User Experience Multivariate statistics Logs Analysis
- Feb 2019 - January 2018** **Working Student, GROHE AG, Düsseldorf, Germany**
 - > Managing SAP Hybris, CELUM, JIRA : Content Management Systems (CMS) for usability issues
 - > Integrating Architectural Response System in Product Management to improve system usability.
 - > Building Issue/Bug Response Mechanism through co-design process & creating design guidelines.
 - > Received letter of reference for excellent performance and improving brand value.**Skills:** CELUM Hybris UX Testing JIRA SQL Confluence AWS Camtasia R Language - A2 level German
- September 2017- December 2016** **UX Research Intern, User Experience Design, Siemens Research & Development, Bangalore**
 - > Individually Conducted eye-tracking studies, large-scale experiments and surveys, interviews.
 - > Communicating findings to stakeholders in the team for high impact research.
 - > Effectively collaborated with Designers, Engineers, Product Managers, and Program Managers.
 - > Organization completed 5 B2B research projects before timeline as outcomes of tasks performed.
 - > Developed code and statistical models for designers & developers.**Skills:** Quantitative Qualitative Eye Tracking IBM SPSS Axure Balsamiq JustinMind Experiment Design IoT Apps Design Adobe Photoshop Affinity Design Wireframing C# MATLAB Python
- December 2015 - May 2012** **Microsoft Student Partner, Microsoft, India**
 - > Member : App Review Board, provided usability certification of apps for publishing at Microsoft Store.
 - > Building apps for Windows Platforms, OS :8/8.1/10 and Windows Phone. Achieved 20k+ downloads.
 - > Hosted and spoke at Microsoft official events : Techdays, Power Your Future & Windows 8 Bootcamp.
 - > Educating about Microsoft Products to community and (50+) students in campus.**Skills:** Visual Studio Xamarin C# C++ C

June 2014 - | Research Intern, Indian Institute of Technology, Guwahati

May 2014 | Mentor: pour Dr. Samit Bhattacharya

- > Devised Russel Circumplex model User Interface for emotion detection using Visual Studio.
- > Conducted Literature Review, Cognitive Walkthrough, Heuristic & Model Based (GOMS) Evaluation.

Skills: Behavioral | Research Methods | Visual Studio | Statistics | Psychology PsychoPy | Technical Writing | C

“ Patents

- 1) Atamakuri V, **Mehrotra S**, Dang S, Abhilasha and Gupta A; User Experience Measuring & Monitoring Model. (Patent Filed)
Devised & Developed an User Experience Debt Calculator to calculate UX debt in products & softwares with design recommendations.
- 2) RamaKrishnaRaja P, Kamboj V and **Mehrotra S**, Enhancing Situational Awareness using Augmented Reality. (EU - 2017E13540, Patent pending for decision at European Patent Office)
Devised & Developed Hologens based working prototype for off shore rig workers to better coordinate and address the issue at hand.

🏆 Awards & Achievements

- 1) **Heidelberg Laureate Scholar**: Selected among Top 100 Young Researchers worldwide in Computer Science Category to attend 6th Heidelberg Laureate Forum (2018)
- 2) Among 25 Young Researchers worldwide to receive **SAP Grant** to attend Heidelberg Laureate Forum 2018.
- 3) **Bronze Medalist at ACM Student Research Competition** at ACM SIGACCESS Conference on Computers & Accessibility (2018).
- 4) Finalist for **UIST Student Innovation Contest** at ACM UIST Symposium (2018).
- 5) **First place** in br41n.io Hackathon - **UIST School** at ACM UIST Symposium (2018).
- 6) **Dr. Jost Henkel Stiftung Scholarship** recipient (2019)
- 7) **Germany Education Fund RWTH Scholarship** recipient (2018-19)
- 8) **e-fellows.net scholarship** (2018 & 2019)
- 9) Award winner of SEMPRES (Society for Education and Music Psychology Research) **Travel Grant** to attend ICMPC, USA (2015).
- 10) **SolarWinds Certified Professional**: Network Management (2014)
- 11) **Microsoft Specialist**: Server Virtualization with Windows Server Hyper-V and System Centre (2014)
- 12) **Microsoft Certified Professional**: Programming in HTML5 with JavaScript and CSS3 (2013)

“ Journal Articles

- [01] Peeters, M. M., Motti, V. G., Frijns, H., **Mehrotra, S.**, Akkoç, T., Yengeç, S. B., ... & Neerincx, M. A. (2016, January). Design and Development of a Physical and a Virtual Embodied Conversational Agent for Social Support of Older Adults. *CTIT Journal*.
- [02] Agarwal, A., Sharma, N. K., Gupta, P., Saxena, P., Pal R. K., **Mehrotra, S.**, Nair P. and Wadhwa, M. (2014). Mobile Application Development with Augmented Reality. *International Journal of Computer Sciences and Engineering*, Volume 2, p.p. 20-25

“ Full & Short Papers

- [01] **Mehrotra S**, Shukla A; “Music at Work: Role of musically aroused task on the human performance”; *in preparation for* Frontiers Special issue on Music and Cognition. (2020).
- [02] **Mehrotra S**, Khushwaha V; “I’m Sanity Check Reviewer: A PDF Accessibility & Manuscript Guidelines toolkit”; *in preparation for* alt.chi track at CHI (2020).
- [03] **Mehrotra S**, Khushwaha V; “Making events accessible: Improving equal participation in a dignified way”; *in proceedings of* CHIInclusive workshop at CHI (2019) (*Position Paper*).
- [04] **Mehrotra S**, Potmote: A TV Remote Control for Older Adults *in proceedings for* Student Research Competition at ACM SIGACCESS Conference on Computers and Accessibility - ASSETS (*Short Paper*) (2018).
- [05] RamaKrishnaRaja P and **Mehrotra S**, Don’t be caught unaware: Enhancing Situational Awareness in Oil & Gas industry by Augmented Reality, *in proceedings of* CHI (2017) Workshop on Amplification & Augmentation of Human Perception. (*Short Paper*)
- [06] RamaKrishnaRaja P and **Mehrotra S**, Curiosity: wick in candle of learning, increases Situational Awareness, *in proceedings of* CHI (2017) Workshop on Designing for Curiosity. (*Poster Presentation*)

[07]Mehrotra S, Shukla A and Roy D; “Neurophysiological Investigation of context modulation based on Musical Stimulus”; in proceedings of 14th biennial International Conference on Music Perception and Cognition ICMPC; (2016), USA. (Full Paper)

[08]Mehrotra S, Peeters M, Motti Genaro V, Frijns H, Akkoc T, Yengec Busra Sena, Calik O and Neerincx A.M; “Embodied Conversational Interfaces for the Elderly User”; in proceedings of ACM India HCI (2016). (Full Paper)

[09]Mehrotra S and Dhande R; “Smart home and Smart cities : From Realisation to Reality”; in proceedings of International Conference on Green Computing and Internet of Things, India. (2015). (Full Paper)

Major Courses

1. Usability Engineering
2. Research Methodology
3. Designing Interactive Systems
4. Current topics in HCI & Media Computing
5. Introduction to Cognitive Science
6. User Centered Technology Design
7. Communication in the Digital Age
8. CSCW & Groupware : Concepts and Systems for Computer Supported Cooperative Work
9. Accessibility : How to Design for All
10. Machine Learning

Languages

Hindi	●	●	●	●	●
English	●	●	●	●	●
Punjabi	●	●	●	○	○
German	●	●	○	○	○

Forces

- > Creative
- > Focused
- > Simple
- > Innovative
- > Smart-Working