

SUCHISMITA NAIK

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Education

- 2021 - 2025 **Purdue University, West Lafayette, Indiana**
Degree: Doctor of Philosophy
Advisor: Dr. Austin Toombs
Major: Technology, HCI
Concentrations: UX Research, Qualitative Research & Communication Studies
Research areas: Online communities, Self-disclosures, Relationship Development, Computer-mediated communication on Socio-technical platforms
- 2014 - 2016 **National Institute of Design, India**
Degree: Master of Design
Advisor: Chakradhar Saswade & Dr. Aneesha Sharma
Major: Information Design
Thesis title: Open Budgets India: Opening up Access to Indian Budget Data
Research areas: Data visualization, UI/UX design, Service design
- 2008 - 2013 **BITS Pilani, India**
Degree: Bachelor of Engineering (Hons.) and Master of Science (Hons.)
Major: Electronics and Mathematics

Professional Experience (10 years)

- 2021 - present **Researcher for C-CI Lab, Purdue University**
Role: UX Researcher / Research Fellow
- Designed and **piloted study** of the **AI-powered chatbot**, B-Boop, to enhance online community connections.
 - Tailored the **bot conversations**, boosting group engagement around key topics.
 - Successfully **recruited and engaged** 20 participants for **usability testing**, enhancing the validity of the **Wizard of Oz** bot testing across 4 targeted departmental **Slack channels**.
 - Led transformative research at the MatchBox co-working space, turning diverse stakeholder visions into a **community-building initiative** that resonated with local members.
 - Elevated **user participation** through **strategic email communications**, fostering a more active and engaged community.
 - **Empowered stakeholders** with actionable insights, ensuring the **effective application of research findings** to drive community growth.

Independent Researcher examining Online Communities, Purdue University

- Role:** Research Fellow
- Led integrated **qualitative, quantitative, and mixed-method research**, driving actionable insights.
 - Conducted **Diary Studies** using **Google Jamboard & Miroboard, Surveys, and Digital Ethnography** on platforms like **Discord, Twitter, and Reddit**.
 - Designed and conducted **semi-structured interviews via Zoom**, capturing key **member sentiments across diverse social media**.
 - Created and administered **surveys with Qualtrics** for optimal **data collection** and quality assurance.

- Utilized **Python for data extraction** from Reddit APIs, producing **insightful visualizations and hypothesis tests**.
- Applied **computational tools like LIWC** for enhanced research depth on impact of content.
- Conducted advanced **statistical analyses in SPSS**, refining research techniques.
- Analyzed qualitative data using **NVivo and Dovetail**, leveraging **thematic analysis** for clear research outcomes.

2020 - 2021

Gramener, Bangalore, India

Role: Lead Information Designer

- **Led user research initiatives** through qualitative **interviews and contextual inquiries**.
- Conducted quantitative **usability tests for UX in data visualization dashboards**, yielding actionable insights.
- Transformed raw data into **intuitive dashboards** with **strategic data charting**.
- Achieved enhanced **user comprehension of visual data**.
- **Mentored and collaborated** with **junior designers** for high-impact visualization production.

2018 - 2019

Conduent Labs (erstwhile Xerox Research Center), Bangalore, India

Role: Research Scientist II **Group:** Design, UX and HCI group

- **Led Conduent's AR innovation**, enhancing product differentiation in emerging tech.
- **Defined product vision** as lead design innovator, boosting **product engagement**.
- Crafted a **patented framework** for quantifying **interactions in mixed reality**. (See patents)
- **Collaborated** with **business teams**, aligning solutions with **Agile research** for efficient delivery.
- Developed **patented Mixed Reality methods** enhancing collaboration and analytics. (See patents)
- Applied visual algorithms to enhance **civic engagement features**.
- Conducted **mixed-methods research**, revealing innovative intervention strategies.
- Set standards in visualizing **blockchain technologies** for **agile HCI innovation**.

2017 - 2018

1mg Technologies Pvt. Ltd. (erstwhile HealthKart Plus), Gurgaon, India

Role: Interaction Designer / Researcher

- **Led user research**, driving enhanced product understanding and **data-driven analysis**, resulting in **improved user experiences**.
- Transformed research insights into **user-centric features**, elevating **product usability**.
- **Collaborated with product managers** to innovate novel interactions and streamline **task flows**.
- Delivered **cross-platform UI designs**, encompassing Web desktop, Android, iOS, and mobile web.
- **Partnered** with in-house doctors for **design feedback**, ensuring medical accuracy.
- **Engaged with developers**, preemptively addressing potential **design implementation challenges**.

2016 - 2017

Centre for Budget and Governance Accountability, New Delhi, India

Role: Information Designer; collaborated for thesis project

- Led the "Open Budgets India" project as a **designer, researcher, and strategist**, driving the **open data initiative** forward.
- Conducted in-depth research to understand the budget ecosystem and **setting phase-specific goals**, leading to **targeted project outcomes**.
- Enhanced **user-centricity** by conducting **interviews**, resulting in designs closely aligned with **user needs**.
- Established and **managed a design repository**, facilitating **seamless collaboration** and contributions from **remote external designers**.

Patents

- Jul 2019 **System and Interaction Methods to Enable Immersive Navigation for Enforcement Routing**
Naik, S., Petluru, S., Labh, N., Darst, M., Cardenas, E., Bhattacharya, S., Gudipati, N., Ramakrishnan, A.
Patent Number: US20210217312
- Jun 2019 **Method and System for Speech Effectiveness Evaluation and Enhancement**
Naik, S., Petluru, S., Labh, N., Ramakrishnan, A.
Patent Number: US20210225364
- Mar 2019 **ViserAct - A framework for dynamic visualization of user journeys in customer support**
Agarwal, H., Bandyopadhyay, J., Petluru, S., Labh, N., Ramakrishnan, A.;
Lead Reviewer: Naik, S.
Patent Number: US20200349581

Publications & Conference Presentations

- Nov 2020 **Data Stories: Bringing your data to life**
Venue: IndiaHCI 2020 Course
Presenters: Rasagy Sharma, Suchismita Naik, Chandni Murmu
- Nov 2019 **Where should we draw the line?**
Venue: IndiaHCI 2019, Late Breaking Work
- Nov 2017 **Visualization helping in bridging the supply and demand of blood**
Venue: Grace Hopper Celebration of Women in Computing India Conference 2017
- Sep 2017 **Service Design for Blood Bank System**
Venue: INTERACT 2017, Student Design Consortium
- Jun 2017 Naik, S. (2017, June). **Visualization of the Forever 27 Club**. In EuroVis (Posters) (pp. 21-23).
Venue: IEEE EuroVis 2017
Award: Honorable Mention for the Best Poster
- Dec 2016 Naik, S. (2016, December). **A Narrative Data Visualization Of The Indian Stock Market**. In Proceedings of the 8th Indian Conference on Human-Computer Interaction (pp. 162-177).
Venue: IndiaHCI 2016

Skills

Research

Qualitative Method & Analysis Tools

User interviews, Focus groups, Diary Studies, Digital Ethnography, Usability testing, Participant observations, Content analysis, Thematic analysis, NVivo, Dovetail, Zoom

Quantitative Method & Programming tools

A/B Testing, Web analytics, Surveys, Questionnaire design, Qualtrics, SPSS, Python, SQL, Data cleaning, manipulation & visualization tool, Sentiment Analysis, Linguistic Inquiry and Word Count (LIWC)

Approaches

Narrative Research, Ethnography, Grounded theory, Case Study, Phenomenology, Participatory research / co-design, Arts-based research, Mixed method

Design

Method / Processes

Problem framing, User persona building, Empathy mapping, Affinity mapping, Stakeholder mapping, Information Architecture, User journey map, Service design, Task flow diagram, UI design, Information visualization, Data visualization, Prototyping, Storyboarding, Wire-framing, Body-storming, Cognitive task analysis

Tools

Adobe Aftereffects, Adobe Photoshop, Adobe Illustrator, Adobe XD, Sketch, Figma, Tableau, Principle, Invision, Processing, Mapbox

Teaching

FA'2022

EDCI 615: Qualitative Research Methods in Education

Facilitated a class on qualitative research design, emphasizing the literature review process and execution. [[lesson slides](#)]

FA'2022

CGT 512: Foundation Readings of UX Design

Instructed a class in this course on the history, evolution, and future trends of co-design and participatory design. [[lesson slides](#)]

SP'2023

COM 512: Theories of Interpersonal Communication

Led a course segment on the formation of online impressions & relationships, leveraging the Social Information Processing Theory and Hyperpersonal Model. [[lesson handout](#)]

SP'2023

EDCI 616: Qualitative Data Collection and Analysis in Educational Research

Facilitated a class on Arts-based research methods and guided a reflective journal discussion for the class. [[Journal discussion plan](#)]

SP'2023

SOC 681: Mixed Method Research in Sociology

Taught a class module on the mixed use of surveys and participant observations methods, emphasizing their practical applications in real-world situations. [[lesson slides](#)]

FA'2023

TLI 662: Philosophy of Technology

Led a class on designer fallacy, emphasizing the nuances of material use, unintended consequences, and the significance of cultural contexts in technological imagination. [[lesson slides](#)]

Service

2016 - 2017

DataKind Bangalore Chapter, India

Core Committee Member - Design

Awarded "Volunteer of the Month" for Diversity in Nov 2016