

REEMA UPADHYAYA

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UX Researcher | Expertise in Qualitative & Quantitative Methods

RESEARCH AND WORK EXPERIENCE

Graduate Research Assistant, Georgia Tech | Jan 2015-Present

Research user needs of individuals in connected living spaces to address the issue of forgetfulness. Assess assistive preferences of the aging population and conduct participant studies to build and evaluate prototypes

User Experience Research Intern, Intel Corporation | May 2016-Aug 2016

UX and Human Factors Researcher for the New Devices Group at Intel-Hillsboro Campus. Used quantitative and qualitative methods to do user studies on hardware and software UI parameters for head and foot mounted wearable products

Graduate Teaching Assistant, Georgia Tech | Aug 2015- Dec 2015

Graded quizzes and papers for 30 students in the cognitive science course taught by Dr. Rosa Arriaga

Research Assistant, Dare Association, MA | Nov 2013-June 2015

Designed ethnographic studies aimed at cross cultural cognitive pattern analysis
Sketched design ideas for research prototype
Built interactive hardware prototypes for the study
Created culturally relative methodology to be tested in Nepal, India and China
Led focus group sessions and oversaw execution of the study

Research Assistant, Psychology, UMass-Amherst | Aug 2010-May 2012

Studied the nature of visual attention with multi-target visual search
Executed eye-tracking experiments using Eyelink II
Carried out multivariate regression analysis and ANOVA

PROJECTS

Ambient Alert Study, Aware Home Research Initiative | 2016-Present

Understanding notification and alerts delivery for older adults
The ultimate goal is to come up with product design guidelines

Participatory Design | Focus Group | Interviews | Contextual Inquiries

Accessible Statistics Output, Sonification Lab | 2015-Present

Working to make SPSS output accessible to people who are blind
Designed multimodal outputs using non-verbal audio cues
Designed cognitive task analysis to determine how beginners use SPSS
Think Aloud | Eye-Tracking | Interviews | Task Analysis | Data Analysis

RIST - Smart Grocery Shopping App, MS-HCI Course Project | 2015

Created a navigation and wayfinding Apple Watch app for grocery shopping
Interviews | Heuristic Evaluations | Usability Testing | Iterative Design

PUBLICATIONS AND WORKSHOPS

Kaini P & Upadhyaya R., (2017) "Designing for Newly Resettled Older Refugees in the United States", Reflections on Design Methods for Underserved Communities Workshop, CSCW

Upadhyaya R., Oswal A., Jones B, (2017), "Addressing the Alerting Needs of Older Adults to Age in Place ", 8th International Conference on Applied Human Factors and Ergonomics

EDUCATION

Georgia Institute of Technology

Atlanta, GA
MS, Human Computer Interaction
School of Interactive Computing
Psychology Track
GPA 4.00/4.00
Class of 2017

Mount Holyoke College

South Hadley, MA
B.A, Neuroscience and Behavior
Magna Cum Laude
GPA 3.76/4.00
Class of 2012

USER STUDY & METHODS

Surveys, Ethnography, Observation Studies, Interviews, Card Sorting, Contextual Inquiry, Participatory Design, Personas, Scenario, Focus Group, Iterative Usability Testing, Diary Studies, Think Out loud, Cognitive Task Analysis, Heuristic Evaluation, Eye-tracking Studies

DATA ANALYSIS

SPSS, R, Matlab

PROGRAMMING

SQL, Processing, Arduino, HTML/CSS

DESIGN

Axure, Balsamiq, Photoshop

PHYSICAL PROTOTYPING

Arduino, 3D Printing, Laser Cutting

AWARDS & ACHIEVEMENTS

Academic Excellence, Psychology Department, Mount Holyoke College
Summer Research Scholar, Center for Neuroscience, West Virginia University
Elaine Marieb Science Scholar, Mount Holyoke College
Psi Chi Honor Society, Psychology Department, Mount Holyoke College
Mary Lyon Grant, Mount Holyoke College
SGA Grant, Mount Holyoke College