

Shubhangi Gupta

Ph.D. student, Digital Media, Georgia Tech

<https://gupta-shubhangi.github.io/>

shubhangi@gatech.edu

530.407.6154

EDUCATION

Georgia Institute of Technology

Ph.D. in Digital Media (2020- 2024)

Advisor: Dr. Nassim Parvin

Georgia Institute of Technology

Master of Science in Human-Computer Interaction (2018-2020)

Specialization: Interactive Computing

Indian Institute of Technology, Guwahati

Bachelor of Design (2014-2018)

Specialization: Interaction Design

RESEARCH INTERESTS

Politics of data & design, AI ethics, social justice, feminist studies, science and technology studies.

EXPERIENCE

Google Ads Privacy and Safety (Aug'21 – Nov'21)

User Experience Research Intern

Working towards providing users more control over their personal data and support the design of a safe and open internet.

Georgia Institute of Technology (Aug'19 - present)

Graduate Partner, Women Science and Technology (WST) Learning Community

Providing logistics support, including mentoring/tutoring WST Learning Community students in support of WST goals and projects.

Striim Inc. Palo Alto (May'19 - Jul'19)

User Research and Experience Design Intern

Researched the needs and redesigned the home page and on-boarding experience of the Striim platform. Designed a 'Sketch' library to help designers create consistent designs efficiently.

Research Laboratory in Computer Science (LRI), Université Paris-Sud (May '17 – Jul'17)

Interaction Design Intern

Mentors: Prof. Michel Beaudouin-Lafon & Prof. Wendy Mackay

Designed an interface comprising a tabletop and a wall-sized display showing content on 100 top scientists of the University of Paris, Saclay by conducting participatory design activities followed by expert testing.

Microsoft Research India, Bangalore (Jan'17 – Mar'17)

Academia-Industry Partnership: User Research and Interaction Design

Performed user research to design a mobile application that enables users to obtain second opinion online from renowned medical experts.

Innovation, Design Study and Sustainability Laboratory (IDeaS Lab)

Indian Institute of Science, Bangalore (May '16 - Jul '16)

Design Research Intern

Mentor: Prof. Amaresh Chakrabarti

Conducted research in design methodology to develop a tool named "InDeaTe" that provides designers a platform to design products, manufacturing systems and service systems using a systematic approach.

PUBLICATIONS

1. **Gupta, S.**, Casula, P., Anupam, A., Parvin, N. (2021) Promoting Safety, Resurfacing Patriarchy: A Case Study of Safetipin, A Safe Walking App. Computer Supported Cooperative Work (CSCW). *(Submitted, Reviews forthcoming)*
2. Anupam, A., Gupta, R., **Gupta, S.**, Li, Z., Hong, N., Naeemi, A., & JafariNaimi, N. (2020). Design Challenges for Science Games. International Journal of Designs for Learning, 11(1), 1-20.
3. Anupam, A., **Gupta, S.**, Naeemi, A., & Parvin, N. (2019). Beyond Motivation and Memorization: Fostering Scientific Inquiry with Games. In Extended Abstracts of the Annual Symposium on Computer-Human Interaction in Play Companion Extended Abstracts (pp. 323-331).
4. Narvilkar, M., Mangiameli, J., Garcia, A., Ismail, A., Schiff, D., Schechter D., Chen, J., Bhat, K., Wong-Villacres, M., Vasudeva, A., Ramesh, A., Dye, M., Karusala, N., Singh, P., Murthy, A., **Gupta, S.**, Lakshmi, U., & Kumar, N. (2019). Bringing Shades of Feminism to Human-Centered Computing.

Proceedings of the 2019 CHI Conference Extended Abstracts on Human Factors in Computing Systems. ACM.

5. **Gupta, S.**, & Upadhyay, P. (2019). Social Sustainability of Online Instant Messaging Platform—WhatsApp. In Research into Design for a Connected World (pp. 473-482). Springer, Singapore.

PROJECTS

Calculating Safety: Opportunities and Limitations (Aug'20- Present)

Mentor: Dr. Nassim Parvin

Conducting an ethnographic study to critically examine the role of data in the design and use of emerging technologies that aim to advance women's 'safety'.

Collective Care: From 'independence' to 'inter-dependence' (Aug'19 - May'19)

Mentor: Dr. Nassim Parvin

Drew upon feminist STS studies to highlight the assumptions made by AI monitoring technologies when designing for elderly care. Emphasized the need to re-imagine design for elderly care and suggested inputs.

Psi and Delta (<http://learnqm.gatech.edu/>) (Sep'18 - May'20)

Mentor: Dr. Nassim Parvin

Employed feminist studies to design a game that aims to teach 'quantum mechanics' to engineering undergraduates by encouraging the practice of scientific inquiry. Presented a poster at CHI PLAY.

Heart Sense, Design and Development (<http://www.heart.gatech.edu/>) (Aug'18 - Present)

Mentor: Dr. Nassim Parvin

Designing a feminist visualization of the physiological data (heart rate, respiration, sweat rate) of our bodies. Rapidly prototyping multiple visualizations of the system.

INVITED TALKS AND PRESENTATIONS

1. **Gupta, S.**, Anupam, Aditya. "Monitoring Student Learning: Critically Examining the 'Idealized' Case." Workshop at the 2021 Connected Learning Summit, (Upcoming), Jul 2021.
2. **Gupta, S.** "Politics of Safety in India: Technology and perpetuation of gendered discourses". Ivan Allen College of Liberal Arts 2021 Graduate Student Conference, Jan 2021.
3. **Gupta, S.** "Situating 'data' and 'design'". Sprinklr Design Team, India, Nov 2020.

4. **Gupta, S.** "Collective Care: From 'independence' to 'inter-dependence'". Poster at Tapia 2020.
5. Anupam, A., **Gupta, S.** "Concerns About the Promises of AI Tutors: A Case Study of MATHia". EASST/4S2020, Held Virtually, 2020.

ACHIEVEMENTS AND AWARDS

1. GVV People's choice award runner up Spring 2019 for Heart Sense (<http://www.heart.gatech.edu/>).
2. GVV People's choice award runner up Fall 2019 for Psi and Delta (<http://learnqm.gatech.edu/>).
3. Grace Hopper 2019 scholarship recipient (funded by College of Computing, Georgia Tech).
4. Presented a demo of "Psi and Delta." in the In ACCelerate: ACC Smithsonian Creativity and Innovation Festival, National Museum of American History, Washington, D.C., April 5th – 7th, 2019.
5. Department Rank 2 (Academics), Department of Design at IITG, 2018 batch.
6. IIT-JEE 2014, Amongst the top 0.2% of 1.35 million students who took the exam.

SKILLS

Qualitative Research: Grounded theory, Ethnography, Contextual Inquiry, Interviews, Surveys, Competitive Analysis, Usability Testing, Affinity Mapping

Design: Interaction Design, Personas, Task Analysis, Storyboarding, User Flows, Wireframing, Prototyping, Information Architecture, Participatory Design

Tools and Languages: Figma, Sketch, Adobe CC; HTML/CSS, C, Processing, Arduino