HIMANSHU
ZADE

CONTACT INFO

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WORK FOCUS

Identifying opportunities to help products and services benefit end users, and designing mechanisms to maximize the impact. In my PhD research, I demonstrated how redesigning online media platforms can drive users to engage with news/(mis)information responsibly.

EDUCATION

PhD in Human Centered Design & Engineering   2024
University of Washington | *Seattle, Washington*

- Dissertation topic: "Designing social media platforms to reduce information opacity and mitigate the spread of misinformation."

MS in Human-Centered Design & Engineering   2022
University of Washington | *Seattle, Washington*

MS by Research in Computer Science & Engineering   2014
International Institute of Information Technology - Hyderabad (IIIT-H) | *Hyderabad, India*

- Thesis topic: "Evolution of Mental Models of Interactive Machines: A Formal Approach."

Bachelors in Computer Science & Engineering   2012
International Institute of Information Technology - Hyderabad (IIIT-H) | *Hyderabad, India*

EXPERIENCE RESEARCH INTERN   Summer of 2021
Airbnb | *San Francisco, CA*

- Impacted product decisions by capturing perceptions of new Hosts about experienced mentor-hosts and communicating them to senior leadership.
- Employed SQL queries to select suitable participants and conducted and (qualitatively) analyzed user interviews.
- Identified characteristics of experienced hosts that will foster more connections between them and new Hosts; designed, employed, and (quantitatively) analyzed a survey sent to 10k+ users.

USER EXPERIENCE INTERN   Summer of 2018
Intellectual Ventures | *Bellevue, WA*

- Delivered wire-frames by leading the efforts to define information architecture for online product content; used card sort, survey, and focus group techniques and collaborated with content strategists.

RESEARCH FELLOW   2015-2016
Microsoft Research | *Bengaluru, India*

- Demonstrated the potential of using eye blinks as a measure of student engagement when watching educational videos; employed quantitative methods to facilitate a study for evaluating the research tool.
- Studied the impact of introducing the 'Ola' app – an Uber-like service – on the work practices of urban-poor Indian drivers through ethnography-based qualitative techniques.

USER EXPERIENCE CONSULTANT   2014-2015
Kern Communications (Now acquired by 24[7].Inc) | *Hyderabad, India*

- Influenced product design designs by identifying pain points and communicating insights about users' behavior in the Asian sub-continent across clients from the technology, finance, health, and education sectors
- Research methods included interviews, diary studies, usability and heuristic analysis, ethnography, and focus groups.

RESEARCH INTERN   2012-2013
CA Technologies | *Hyderabad, India*

- Developed and documented Mobile Interface Guidelines; designed a mobile application so CA products can check their mobile compatibility.

COURSE INSTRUCTOR   2021 - 2024
University of Washington | *Seattle, WA*

- Course Instructor for HCDE 516: Experimental Research Methods offered as a Masters-level elective by the Human-Centered Design and Engineering department in Fall '21, Winter '22, Autumn '22 and Winter '24.
- Instructed, mentored, and guided user-experience enthusiasts to examine the relationship between theory and practice of conducting experimental research; topics include hypothesis testing, experimental designs, sampling, validity, data analysis, statistics, interpretation, and reporting.

TEACHING ASSISTANT   As noted below
University of Washington | Seattle, WA

- TECHIN 522 Winter '24: History and Future of Technology
- TECHIN 523 Autumn '23: Design Thinking
- IMT 596 Winter '23: Capstone II - Project Planning
- HCDE 410 Spring '22: Human Data Interaction
- HCDE 410 Spring '21: Human Data Interaction
- HCDE 516 Autumn '20: Experimental Research Methods
- HCDE 511 Spring '20: Information Visualization
- HCDE 516 Winter '20: Experimental Research Methods
- HCDE 516 Autumn '19: Experimental Research Methods
- HCDE 598 Spring '19: Voice Interaction Design
- HCDE 451 Winter '19: User Experience Prototyping
- HCDE 498 Spring '18: Intro to Game Design
- HCDE 451 Winter '18: User Experience Prototyping
- HCDE 534 Autumn '17: Designing A Human-Centered Venture

RESEARCH ASSISTANT   As noted below
University of Washington | Seattle, WA

- Center For an Informed Public | Summer '19, Summer '20, Winter '21
- EmComp Lab | Autumn '16, Winter '17, Spring '17
- EmComp Lab | Summer '16, Summer '17

VISITING RESEARCHER   2013-2014
Carnegie Mellon University | Pittsburgh, PA

- Built prototypes consisting of interactive visualizations to make machine learning more usable for people who want to analyze and make sense of data. Mentored by Dr. Anind K. Dey in the Ubicomp Lab at the Human-Computer Interaction Institute (HCII).

TEACHING ASSISTANT   As noted below
International Institute of Information Technology - Hyderabad | India

- Aumumn 2011: Principles of Programming Languages
- Aumumn 2010: Humanities

RESEARCH ASSISTANT   As noted below
International Institute of Information Technology - Hyderabad | India

- Virtual Labs | Autumn '11, Winter '12
- Pascal Labs | Autumn '10, Winter '11

SKILLS

Research	Mixed-methods (Quantitative and Qualitative), Experimental Design, Proposal Drafting, Surveys, Interviews, Focus Groups, Data Analysis, Metric Design, Usability Studies
Technology and Design	Python, R, MySQL, PostgreSQL, Matlab, HTML5, LaTeX, Tableau, UX Prototyping Tools, Figma, Programming

PUBLICATIONS

Primary author

Z. **Himanshu** (2015). "Evolution of Mental Models of Interactive Machines: A Formal Approach". In: *Masters' Thesis*.

Z. **Himanshu**, Santosh Arvind Adimoolam, Sai Gollapudi, Anind K Dey, and Venkatesh Choppella (2014). "Edit distance modulo bisimulation: a quantitative measure to study evolution of user models". In: *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI)*, pp. 1757–1766.

Z. **Himanshu** and Venkatesh Choppella (2012). "Functionality or User Interface: Which is easier to learn when changed?" In: *Proceedings of 2012 International Conference on Intelligent Human Computer Interaction (IHCI)*, pp. 1–6.

Z. **Himanshu**, Margaret Drouhard, Bonnie Chinh, Lu Gan, and Cecilia Aragon (2018). "Conceptualizing disagreement in qualitative coding". In: *Proceedings of the 2018 SIGCHI Conference on Human Factors in Computing Systems (CHI)*, pp. 1–11.

Z. **Himanshu** and Jacki O'Neill (2016). "Design illustrations to make adoption of ola technology more beneficial for Indian auto-rickshaw drivers". In: *Proceedings of the 19th ACM Conference on Computer Supported Cooperative Work and Social Computing Companion (CSCW)*, pp. 453–456.

Z. **Himanshu**, Kushal Shah, Vaibhavi Rangarajan, Priyanka Kshirsagar, Muhammad Imran, and Kate Starbird (2018). "From situational awareness to actionability: Towards improving the utility of social media data for crisis response". In: *Proceedings of the ACM Human-Computer Interaction* 2.CSCW, pp. 1–18.

Z. **Himanshu**, Morgan Wack, Yuanrui Zhang, Kate Starbird, Ryan Calo, Jason Young, and Jevin D West (2022). "Auditing Google's Search Headlines as a Potential Gateway to Misleading Content: Evidence from the 2020 US Election". In: *Proceedings of 2022 Journal of Online Trust and Safety* 1.4.

Z. **Himanshu**, Spencer Williams, Theresa T. Tran, Christina Smith, Sukrit Venkatgiri, Gary Hsieh, and Kate Starbird (2023). "To Reply or Quote: Conversational Framing on Twitter". In: *ACM Journal on Computing and Sustainable Societies (ACM JCSS)*.

Z. **Himanshu**, Megan Woodruff, Erika Johnson, Mariah Stanley, Zhennan Zhou, Minh Tu Huynh, Alissa Elizabeth Acheson, Gary Hsieh, and Kate Starbird (Apr. 2023). "Tweet Trajectory and AMPS-based Contextual Cues can Help Users Identify Misinformation". In: *Proceedings of the ACM Human-Computer Interaction* 7.CSCW1, pp. 1–26.

PUBLICATIONS

Co author
Aggarwal, Deepti, **Z. Himanshu**, and Anind K. Dey (2012). "Demography Based Automated Teller Machine". In: *Proceedings of 2012 India Human-Computer Interaction*.

Ahmed, Syed Ishtiaque, Nicola J Bidwell, **Z. Himanshu**, Srihari H Muralidhar, Anupama Dhareshwar, Baneen Karachiwala, Cedrick N Tandong, and Jacki O'Neill (2016). "Peer-to-peer in the Workplace: A View from the Road *[Honorable Mention Award]*". In: *Proceedings of the 2016 SIGCHI Conference on Human Factors in Computing Systems (CHI)*, pp. 5063–5075.

Björling, EA, J Sonney, S Rodriguez, N Carr, **Z. Himanshu**, and SH Moon (2022). "Exploring the Effect of a Nature-based Virtual Reality Environment on Stress in Adolescents". In: *Proceedings of 2022 Journal of Frontiers of Virtual Reality* 3. DOI: 10.3389/frvir.

Chinh, Bonnie, **Z. Himanshu**, Abbas Ganji, and Cecilia Aragon (2019). "Ways of qualitative coding: A case study of four strategies for resolving disagreements". In: *Extended abstracts of the 2019 SIGCHI Conference on Human Factors in Computing Systems (CHI)*, pp. 1–6.

Lukoff, Kai, Ulrik Lyngs, **Z. Himanshu**, J Vera Liao, James Choi, Kaiyue Fan, Sean A Munson, and Alexis Hiniker (2021). "How the design of youtube influences user sense of agency". In: *Proceedings of the 2021 SIGCHI Conference on Human Factors in Computing Systems (CHI)*, pp. 1–17.

Lukoff, Kai, Ulrik Lyngs, Karina Shirokova, Raveena Rao, Larry Tian, **Z. Himanshu**, Sean A Munson, and Alexis Hiniker (2023). "SwitchTube: A Proof-of-Concept System Introducing "Adaptable Commitment Interfaces" as a Tool for Digital Wellbeing". In: *Proceedings of the 2023 SIGCHI Conference on Human Factors in Computing Systems (CHI)*, pp. 1–34.

Wagenknecht, Susann, Min Lee, Caitlin Lustig, Jacki O'Neill, and **Z. Himanshu** (2016). "Algorithms at work: empirical diversity, analytic vocabularies, design implications". In: *Proceedings of the 19th ACM Conference on Computer Supported Cooperative Work and Social Computing Companion (CSCW)*, pp. 536–543.

REVIEWING

2023 [Paper Associate Chair], 2020	ACM Conference on Designing Interactive Systems (DIS)
2022-23, 2018-20	ACM Conference On Computer-Supported Cooperative Work And Social Computing (CSCW)
2020-21, 2017-18, 2016, 2013	ACM Conference on Human Factors in Computing Systems (CHI)
2019	UIST: The Annual ACM Symposium on User Interface Software and Technology
2015	OzCHI: Australian Computer-Human Interaction Conference
2018	iConference
2014	PervasiveHealth: The International Conference on Pervasive Computing Technologies for Healthcare

OTHER SERVICE

Student Volunteer Chair [Program Committee]
Computer Supported Co-operative Work and Social Computing (2020)

Student Volunteer
Computer Supported Co-operative Work and Social Computing Conference (2019, 2021); UXINDIA Conference (2012)

Department Steward
The Union of Academic Student Employees & Postdocs at the University of Washington (2018-20)

Ph.D. Visit Days Volunteer
Human-Centered Design & Engineering (HCDE) department (2017-20)

APEX Committee Member
Student Welfare Committee at the International Institute of Information Technology, Hyderabad (2011-12)

WORK IN MEDIA

TECHNOLOGY | ACADEMICS | POLICY (TAP)　　　December 2022
Author | Microsoft Corporation

- Auditing Google's Search Headlines as a Potential Gateway to Misleading Content: Evidence from the 2020 U.S. Election (link to article)

TECH POLICY PRESS　　　September 2022
Author | Justin Hendrix

- Video Headlines Served By Google a "Notable Pathway" to Content That May Undermine Trust in Elections, Say Researchers (link to article)

THE WASHINGTON POST　　　August 2020
Author | Isaac Stanley-Becker

- Google greenlights ads with "blatant disinformation" about voting by mail (link to article)

STUDENT MENTORING

Graduate Students

- Megan Woodruff: Human-Centered Design & Engineering (HCDE) | Summer 2020, Autumn 2020
- Erika Johnson: HCDE Autumn 2020
- Spencer Williams: HCDE | Summer 2019 - Winter 2020
- Yihan Yu: HCDE | Autumn 2018 - Spring 2019
- Mengjun Guo: School of Information (iSchool) | Winter 2018
- Christopher Collins: HCDE | Winter 2018
- Erin McAweeney: iSchool | Winter 2018
- Ziyan Yang: HCDE | Winter 2018
- Kushal Shah: iSchool | Winter 2017, Spring 2017
- Vaibhavi Rangarajan: iSchool | Spring 2017
- Priyanka Kshirsagar: iSchool | Spring 2017

Undergraduate Students

- Yuanrai Zhang: iSchool | Summer 2020 - Winter 2021
- Mariah Stanley: HCDE | Summer 2020, Autumn 2020
- Zhennan Zhou: Paul G. Allen School of Computer Science & Engineering | Summer 2020, Autumn 2020
- Alissa E. Acheson: HCDE | Autumn 2020
- Minh tu Huynh: HCDE | Autumn 2020
- Christina Smith: Summer 2019 - Winter 2020
- Theresa Tran: Autumn 2018 - Winter 2020
- Jang Soo Lim: HCDE | Winter 2018
- Kristy Chen: HCDE | Winter 2018

REFERENCES

Jennifer Turns
Professor
Human-Centered Design and Engineering
University of Washington

Gary Hsieh
Associate Professor
Human-Centered Design and Engineering
University of Washington

Jevin West
Associate Professor
Information School & Center For an Informed Public
University of Washington

Kate Starbird
Associate Professor
Human-Centered Design and Engineering & Center For an Informed Public
University of Washington

Christine Berry
User Experience Research Manager
Airbnb

Jacki O' Neill
MARI Director
Microsoft Research

Anind Dey
Professor and Dean
Information School
University of Washington

More
Upon request