

# Himanshu Zade

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## OBJECTIVE

Understanding the impact of technology affordances on human behavior, and designing interventions to adjust it.

## EDUCATION

### UNIVERSITY OF WASHINGTON PHD IN HUMAN CENTERED DESIGN AND ENGINEERING

Advisors: Kate Starbird and Gary Hsieh  
2016--2021\*

### IIIT-HYDERABAD

MS IN COMPUTER SCIENCE  
2014

B.TECH IN COMPUTER SCIENCE  
2012

## SKILLS

### UX RESEARCH

Quantitative and Qualitative Research Methods • Experimental Design • Data Analysis • Usability Studies • Contextual Interviews • Focus Groups • Surveys

### TECHNOLOGY & DESIGN

Python • MySQL • PostgreSQL • HTML5 • Matlab • R • Algorithms •  $\LaTeX$  • User Interfaces • UX Prototypes • Wire-frames

## RELATED ROLES

### TEACHING ASSISTANT

Experimental Design • Designing a Human Centered Venture • UX Prototyping • Intro to Game Design

### RESEARCH GROUP LEAD

Understanding conversation strategies on social media • Understanding the human impact of hurricanes through social media  
• Inferring actionable insights from Twitter data

## EXPERIENCE

### INTELLECTUAL VENTURES | UX INTERN

Jun 2018 – Sep 2018 | Bellevue, WA

- Led the efforts to define information architecture for a web-based product.
- Conducted user research by using card sort, survey and focus group techniques to deliver the final wire-frames.

### MICROSOFT RESEARCH | RESEARCH FELLOW

Jun 2015 – Sep 2016 | Bengaluru, India

- Employed quantitative methods to test the potential of using eye-blinks as a measure of student-engagement when watching educational videos online.
- Studied the impact of introducing Ola (an Uber-like service in India) on the work practices of urban-poor Indian population of auto-rickshaw drivers through ethnographic techniques.

### KERN COMMUNICATIONS | UX RESEARCHER

Oct 2014 – May 2015 | Hyderabad, India

- Collaborated with multiple clients across different sectors including software products, finance and e-retail—to help them understand their respective Indian users and to suggest appropriate solutions.

## ACTIVE RESEARCH PROJECTS

### UX DESIGN CAN AFFORD ONLINE POLARIZATION

- How do conversational features of 'reply' and 'quote' afford different kinds of (polarizing) responses in a civic discourse on Twitter platform?
- I collect 'replies' and 'quotes' from Twitter, identified different framing strategies, and investigated the role of platform-affordances in it.

### SEARCH RESULTS AS A GATEWAY TO (MIS)INFORMATION

- Do links recommended by Search Engine(s) lead to different parts of the information ecosystem? Can we map that ecosystem?
- I analyze search results for different search-terms towards identifying different parts of information ecosystem and pathways connecting them.

## RECENT PUBLICATIONS

**CSCW 2018** | TOWARDS IMPROVING THE UTILITY OF SOCIAL MEDIA DATA FOR CRISIS RESPONSE: UNDERSTANDING ACTIONABILITY  
H. Zade, K. Shah, V. Rangarajan, P. Kshirsagar, M. Imran and K. Starbird.

**CHI 2018** | CONCEPTUALISING DISAGREEMENT IN QUALITATIVE CODING

H. Zade, M. Drouhard, B. Chinh, L. Gan and C. Aragon.