

# Aswati Panicker

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## EDUCATION

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<b>Indiana University Bloomington</b> <i>Ph.D. in Informatics, Human-Computer Interaction and Design track; Health Informatics minor</i>	Bloomington, IN July 2025
<b>Indiana University Bloomington</b> <i>M.S. in Informatics</i>	Bloomington, IN June 2025
<b>Indiana University Bloomington</b> <i>M.S. in Human-Computer Interaction and Design</i>	Bloomington, IN May 2020
<b>University of Mumbai</b> <i>B.E. in Instrumentation Engineering</i>	Mumbai, India May 2016

## EXPERIENCE

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<b>Postdoctoral Scholar</b> <i>University of California, Santa Cruz</i>	Aug 2025 – Present Santa Clara, CA
<ul style="list-style-type: none"><li>Conducting a 4-week qualitative field evaluation of <i>Cooking Stories</i>, a mobile app designed and developed as part of my dissertation work.</li><li>Mentoring and supporting a PhD student research project on occupational therapists and their personalization strategies with clients and their care networks.</li></ul>	
<b>Researcher and Instructor</b> <i>Indiana University Bloomington</i>	May 2020 – July 2025 Bloomington, IN
<ul style="list-style-type: none"><li>Conducted semi-structured interviews, photo diary studies, and online co-design sessions with 43 intergenerational family members. Produced empirical research grounded in sociological and family theories, resulting in publications at ACM CSCW 2020 and JCSCW 2025.</li><li>Designed and executed 9 scenario-based probe studies using the Haru robot (by Honda Research Institute) to explore family members' perceptions of social robots as mediators of food experiences in kitchen settings, leading to a publication at ACM DIS 2025.</li><li>Led a qualitative study on researchers' experiences with fraudulent or deceptive participants through 16 semi-structured interviews, culminating in publications and a workshop at ACM CHI 2024.</li><li>Served as Instructor of Record for INFO I-300, a required undergraduate course on human-centered design (48 students). Guided research, ideation, prototyping, and testing in a studio classroom format, resulting in fully functional Figma prototypes.</li></ul>	
<b>User Experience Intern</b> <i>Conference of State Bank Supervisors (CSBS)</i>	June 2024 – July 2024 Washington DC
<ul style="list-style-type: none"><li>Led the user experience initiative to understand the pain points of Mortgage Loan Originators (MLOs) using NMLS, the official nationwide system for licensure.</li><li>Established a formal UX research process for the team, including protocol development and participant recruitment.</li><li>Conducted interviews with both small individual-type users and large agency-type users, mapping their pain points into user journeys that highlighted opportunities.</li><li>Presented findings and takeaways to the team, which led to organizational changes and a stronger focus on UX.</li></ul>	
<b>UX Researcher Intern</b> <i>Meta (formerly Facebook)</i>	June 2022 – Aug 2022 Menlo Park, CA
<ul style="list-style-type: none"><li>Designed usability studies to gather early feedback on the updated system design and error messaging signals in Facebook Ads Manager.</li><li>Conducted 1:1 remote moderated sessions with small business users, using two different use cases as stimuli.</li><li>Collaborated closely with cross-functional partners including Product Designers, Content Designers, Marketing, and Product Leads throughout the process.</li><li>Presented findings to the team and the larger department, leading to design changes and enhancements.</li><li>Conducted an in-depth literature review of Meta's business onboarding experiences to advance strategy and decision-making.</li></ul>	

- Assisted with content writing for internal UX research review policies.

## UX Researcher Intern

June 2021 – Aug 2021

Facebook

Remote Internship

- Planned a discovery research study to test perceptions and usability of proactive features in Facebook Ads Manager.
- Conducted a literature review, scoped target users in collaboration with a data scientist, prepared supplementary materials (screening surveys, research stimuli, discussion guides), and executed the study.
- Coded qualitative data into themes, participated in design workshops, and collaborated with cross-functional partners to define design recommendations.
- Presented findings that were instrumental in the redesign of proactive features in Facebook Ads Manager.

## Business Analyst

Aug 2016 – June 2018

Cabot Technology Solutions

Kochi, India

- Created technical specifications for enterprise web and mobile applications by consulting with clients to understand product needs.
- Collaborated with Sales, Marketing, and Product teams to develop artifacts such as wireframes, business proposals, and presentations within the Agile framework; recognized with a *Best Team Member* award for consistency and contributions to team success in Q2 2017.
- Conducted market research, analyzed sales metrics, and performed competitive analysis to inform company and business strategy.

## SKILLS

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### Research Methods

- \* Interviews, Contextual Inquiry, Diary Studies, Card Sorting, Surveys, Probes, Qualitative Coding, Thematic Analysis, Journey Maps, Usability Testing, A/B Testing

### Design Methods

- \* Wireframing, Prototyping, Co-design Workshops, Heuristic Evaluations, Information Architecture, Affinity Mapping, Speculative Design, Scenarios, Storyboarding

### Tools

- \* ATLAS.ti, Dovetail, Miro, Whimsical, Qualtrics, Sketch, Figma, Adobe Illustrator, Adobe Premiere

## SELECTED PUBLICATIONS

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- Haru in the Kitchen: Investigating Family Members' Perceptions Toward a Social Robot Mediator of Food Experiences  
**Aswati Panicker**, Chia-Fang Chung, and Selma Šabanović  
In Designing Interactive Systems Conference (DIS '25)
- Understanding fraudulence in online qualitative studies: From the researcher's perspective  
**Aswati Panicker**, Novia Nurain, Zaidat Ibrahim, Chun-Han (Ariel) Wang, Seung Wan Ha, Yuxing Wu, Kay Connelly, Katie Siek, and Chia-Fang Chung  
In Proceedings of the 2024 CHI Conference on Human Factors in Computing Systems (CHI '24)
- Changing Roles and Contexts: Symbolic Interactionism in the Sharing of Food and Eating Practices between Remote, Intergenerational Family Members  
**Aswati Panicker** and Kavya Basu, Chia-Fang Chung  
In Proceedings of the ACM on Human-Computer Interaction (CSCW '20)