

# Samvith Srinivas

10+ years of proven excellence as a leader in human centered design and research

Portfolio | samvith@gmail.com | c: 646.573.3923 | [LinkedIN](#)

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- Senior UX researcher, manager, and *strategic design leader*
- Manages change and influences critical programs across Arity—a data and technology company
- Provides Human Centered Design (HCD) guidance across all levels of the organization
- **Eminent HCD educator** Appearances at School of Design at Carnegie Mellon University and LUMA Institute
- **Thought leader** International HCI publications. PHD in Information Sciences with a specialization in HCI
- Drives excellence in products, services and organizations through *innovation and continuous improvement*
- Selected to attend conferences and workshops. Internalizes best practices and *advances Allstate UX*
- **Proven people leader** Recognized for inspiring and mentoring individuals and multi-disciplinary teams
- Recognized as an Outstanding Researcher by US government for accomplishments in design and research

## Leadership & Service

Reviewer, IA Summit, 2018

Reviewer, Advanced Visual Interfaces (International Working Conference); Virtual Reality (Journal), 2009

Guest Lecturer for Graduate Research Methods course at the School of Design—Carnegie Mellon University 2011

Advisor International Services Advisory Committee, University of Pittsburgh, 2005–2007

Technical Editor, Spatial Cognition and Computation, an Interdisciplinary Journal 2004–2007

## Professional Experience

### Allstate Insurance Corp, Chicago, IL (~5 years)

Senior UX Researcher/ Manager Arity, LLC | Aug '16 - Present

Lead the Arity UX Research (UXR) team. Serve as the voice of our customers and advance design research at Arity. Lead initiatives to advance Lean Product Development at Arity and Allstate. Lead Design Strategy and UXR for Arity's B2C product suite. Continuously lead product and process innovations.

- Mentor and grow high performing individuals. 3 out of 4 researchers lead UX for critical business functions.
- Inform the purpose and vision of Arity's B2C design strategy.
- Built a ground up partnership with corporate relations. Leveraged Allstate's partner relationships—including City of Chicago—for lean research. Resulted in 100+ field interviews in 2017. Initiative served 3 business units and 5 projects spanning the enterprise.

### Senior UX Researcher Allstate, Connected Car | Oct '14 - Aug '16

Led the foundational UXR practice for Allstate's Connected Car division (now Arity). Foundational member of the Allstate UXR team. An early leader in the connected car UX team.

- Founded a team of researchers for connected car. Grew team from 0-4 in three years. Advanced research at a growing business with a lean and high impact team. Evolved UXR role to player/coach. Guided product managers and designers on lean product discovery.
- As a design advocate, contributed to the growth and development of the connected car UX team from ~5 to 20+ members in 3 years.
- Helped grow Allstate's UXR team from 3 to 10+ in 2 years.

### UX Architect Allstate Financial Technology | Dec '12 - Oct '14

Co-creator of a proprietary life insurance quoting Software (SW). Redesigned a legacy desktop SW to a state of the art responsive site.

- Led to successful 100% adoption by Allstate's agents country wide.

## Honors & Awards

- Outstanding Researcher (2012) Permanent residence status in the USA awarded for international recognition of outstanding achievements in information sciences.

- Allen Kent Award (2008) for outstanding contribution to Information Science, Pittsburgh, PA.

- Google Award (2007) for promising doctoral research proposal—COSIT 2007, Melbourne, Australia.

## Skills

### Interaction Design & User Research

Lean UX, Design Thinking, Design Strategy, Contextual Inquiry, Information Architecture, Agile Design, Wireframing, Paper Prototyping, Storyboards, Personas and Scenarios, Affinity Diagrams, Surveys

### Evaluation

Heuristic Evaluation, Usability Testing, Think-Aloud Studies, Cognitive Research, Cognitive Walkthroughs

### Design Tools

Adobe CS5 (Illustrator, Dreamweaver, InDesign), Balsamiq

## Education

**University of Pittsburgh, Pittsburgh**  
Ph.D., Information Science  
Specialization: Human Computer Interaction (HCI), April 2010

**University of Pittsburgh, Pittsburgh**  
M.S., Information Science, April 2004

**University of Madras, India**  
B.Tech., Information Technology, April 2002

## MAYA Design Inc., Pittsburgh, PA (~2 years)

**Designer & Researcher** Human Sciences Dept. | Aug '10 - May '12

Led multiple cutting edge design projects. Led interaction design, research, managed projects and client relationships. Led business development efforts. Co-taught LUMA Institute HCD workshops to developers, designers and executives. Select projects listed below.

Emerson Process Management, ProLink III: Led redesign of the SW interface to remote flow measuring devices.

- Extended the engagement to phase 2 (\$70K+). Led redesign and managed project and client relationship for Phase 2.

- SW was a showpiece for Emerson's HCD process. Emerson Executive—*"best software product seen and used in 20 years."*

Schweitzer Engineering Laboratories (SEL), Inc.: Co-moderated three-day workshop to integrate HCD methods into existing development processes.

- *"One of the best training workshops attended"*—SEL executive.

Phillips Respironics (PR): Created visioning documents for the next generation of interfaces to assisted breathing devices.

- Our solutions *"hit a home run"*—PR executive.

University of Pittsburgh: Created proposal and conducted research.

- Formulated research plan for proposal that won a ~\$250K project

## Academic Experience

**Doctoral Researcher** | 2004 - 2010

**Dissertation Research:** Explored the influence of knowledge and motivation on wayfinding. Basic concepts proposed appeared in future versions of Google Maps.

**Secondary Research:** Explored task allocation in teams for launch operations at the Kennedy Space Center (funded by NASA grant).

**Teaching Fellow** University of Pittsburgh | 2008 - 2009

Course Taught: Human Factors in System Design.

- Modeled course on the HCI program at Carnegie Mellon University

## Publications

### Author

Influence of Motivation on Wayfinding (2010) Doctoral Thesis.

Knowledge Based Schematization of Route Directions (2007) Spatial Cognition V.

### Co-Author

Enriching Spatial Knowledge through a Multiattribute Locational System (2010) Spatial Cognition VII.

This is the Tricky Part: When Directions Become Difficult (2010) Special Issue of the Journal of Spatial Information Science.

Task Allocation in Teams for Launch and Range Operations (2005) International Conference on HCI

## Testimonials

“Sam manages a multi-skilled team, a Sr. research practitioner, and a strategic leader – managing change and touching multiple Arity programs. He is one of Allstate strongest advocates for educating teams and applying user centered approach to design of solutions and services...he’s great at what he does, his guidance is highly respected in Arity and Allstate.” Naomi Minnich, Director, UX Research, Allstate

“...Any employee would be very lucky to have Sam Srinivas as a colleague, but even luckier to have him as a manager.” February’ 2017 Amanda McGuire, UX Researcher, Allstate

“...Three years later, I am still with Allstate because of my interactions with Sam. He demonstrated everyday what it means to work hard, produce quality work and care for others around you. I am now a part of the program team, overseeing the rotational/manager assignments. Sam now leads multiple LDPs on his team and has built a reputation for himself as one of Allstate's most valuable early career managers.” October’ 2016 Nikkola (Nikki) Labaschin, UX Architect, Allstate

“...Sam’s management style helped shape my confidence as a UX researcher—he pushed me to continuously take on more and more ownership of projects, while at the same time, he stayed present and graciously acted as a resource if I ever needed help or guidance. By managing in this style, Sam created an supportive environment where I felt safe and confident to test the limits of my abilities and grow, and because of this, I accomplished more than I ever thought I was capable of.” April’ 2016 Olivia Mahler-Haug, UX Researcher, Allstate

“... I have had the pleasure of working and teaching with Dr. Srinivas. His expertise as a human scientist and designer has been instrumental in supporting our clientele, most of whom are multi-national Fortune 500 companies. It’s difficult to find such accomplished scientist who has both a knack for R&D and teaching.” June’ 11 Christopher Pacione, Director and CEO, LUMA Institute

“...Dr. Srinivas has applied the principles and practices of human-centered design to several projects on our clients' behalf and worked to improve the usability of systems ranging from remote liquid- and gas-flow measuring devices to web sites that allow self-service access to complex health insurance information....Dr. Srinivas has played a leading role as a project manager for projects at MAYA and has been a significant resource for our business development, project estimation, and outreach efforts. It is a unique and valuable skill to be a productive resource on projects while also being adept at project management, business development...” Aug’ 11 David Bishop, Director of Human Sciences Group, MAYA Design, Inc.

“...Samvith is a truly nice guy and he approaches his work with great thought and diligence. Much of the success of that project we worked on was because Sam took the lead on pulling together the analysis. He's not shy about rolling up his sleeves and pitching in.” May’ 12 Paul Gould, Senior Designer MAYA Design, Inc.

“Dr. Srinivas’ work in the area of motivation and wayfinding helps advance our understanding of the variables involved in navigation and wayfinding...The significance of this contribution cannot be understated...” July’ 12 Dr. Francesca Pazzaglia, Professor, Department of General Psychology, University of Padova, Italy