

Curriculum Vitae

Sai Shruthi Chivukula | shruthichivukula.com

RESEARCH | TEACHING | SERVICE

Education

- 2017-2021 **Purdue University, West Lafayette, Indiana**
Degree: Doctor of Philosophy **Advisor:** Dr. Colin M. Gray
Major: Technology, HCI **Concentrations:** UX Design & Qualitative Research
Dissertation Title: Designing for Co-Creation to Engage Multiple Perspectives on Ethics in Technology Practice <https://doi.org/10.25394/PGS.15036321.v1>
- 2011-2015 **Indian Institute of Technology (IIT), Guwahati, India**
Degree: B. Des **Advisor:** Dr. Prasad Bokil
Major: UX Design **Minor:** Mechanical Engineering

Academic and Professional Experience

(10 years)

- 2023-Current **Assistant Professor, School of Information, Pratt Institute (Manhattan, New York)**
Domain: Information Experience Design
Role: Instructor of record for graduate-level courses: INFO 601 Foundations of Information and INFO 643 Information Architecture and Interaction Design.
- 2021-2023 **Visiting Assistant Professor, School of Informatics, Computing, and Engineering
Indiana University (Bloomington, Indiana)**
Domain: HCI and UX Design
Role: Instructor of record for graduate-level courses: I541-Introduction to HCI/d; I542-Foundations of HCI theory, I543-Interaction Design Methods; I549-Advanced Prototyping; I694- Thesis in Human Computer Design and Development. Established the “Ethics Collective” as a research collaborator. Engaged in departmental service on the admissions committee.
- 2017-2021 **Graduate Research Assistant, UXP² Lab, Purdue University (West Lafayette, Indiana)**
Domain: Dark Patterns, design practice, ethics and values
Role: Conducted qualitative research and analysis under NSF Grants #1909714 and #1657310. Led multiple studies, mentored undergraduate and graduate researchers, and assisted in grant writing. Teaching assistant in Spring’19 for CGT 172-08 User Experience Design Studio 1: Fundamentals.

2015-2017 **Senior UX Designer and Researcher, Samsung R&D (Bangalore, India)**
Domain: Intelligence UX, Natural User Experience
Role: Researcher, UX and Interaction Designer for Next-Gen technology solutions.
Designer of Intelligent Agent– BIXBY. Collaborator with HQ team in South Korea.
***Other Work Experience also includes a range of Industrial Internships.*

Awards

2022-23 **Excellence in Teaching Award**, Luddy School of Informatics, Indiana University, Bloomington
2022 **LAIDEL Faculty Fellowship**, Luddy School of Informatics, Indiana University, Bloomington (**\$10,000**)
2021-22 **Excellence in Teaching Award**, Luddy School of Informatics, Indiana University, Bloomington
2020 **Honorable Mention**, ACM SIGCHI Conference on Designing Interactive Systems
F'19-SU'20 **Purdue Research Grant Fellowship**, Purdue University, Indiana (**\$54000**)
2019 **Best of CHI Honorable Mention**, SIGCHI Conference on Human Factors in Computing Systems.
F'18-SP'19 **SRIVER Graduate Scholarship**, Purdue University, Indiana (**\$1700**)
2016 **Employee of the Month**, Samsung R&D, Bangalore, India
2012-2013 **Institute Merit Scholarship: Best academic performance-Highest GPA**, IIT Guwahati, India
2008 **Certificate of Excellence in Music: Distinction in Certificate Course, Carnatic Classical (Vocal)**
Music from Potti Sreeramulu University, Govt. of Andhra Pradesh

RESEARCH

CHI- 12 (4 Published (*1 Honorable Mention), 3 Extended Abstracts, 4 In Review, 1 Workshop); **DIS- 4** (2 Published (*1 Honorable Mention), 2 Extended Abstracts); **CSCW- 3** (2 Published, 1 In Review); Other venues include DRS, Design Studies, ICER, Interactions, Interacting with Computers, British HCI.

Refereed Conference Proceedings

In Review

Chivukula, S. S., & Gray, C. M. (in review). *What Do I Need to Design for Co-Design? Supporting Co-design as a Designerly Practice*. <https://arxiv.org/abs/2210.02986>. To submit to CHI'24.

Gray, C. M.*, Obi, I.*, Chivukula, S. S.*, Carlock, T., Pivonka, A., Johns, J., Li, Z., & Rigsbee, B. (in review). *Practitioner Trajectories of Engagement with Ethics-Focused Method Creation*. <http://arxiv.org/abs/2210.03002>. To submit to CHI'24.

Published

Gray, C. M., Chivukula, S. S., Carlock, T., Li, Z., & Duane, J. (2023, July). Scaffolding Ethics-Focused Methods for Practice Resonance. In *Designing Interaction Systems Conference (DIS'23)*. ACM Press. <https://doi.org/10.1145/3563657.3596111> [Awarded Best Paper, Top 1%]

Chivukula, S. S., Hasib, A., Li, Z., Chen, J., & Gray, C. M. (2021). Identity Claims that Underlie Ethical Awareness and Actions. In *CHI'21: Proceedings of the 2021 CHI Conference on Human Factors in Computing Systems*. <https://doi.org/10.1145/3411764.3445375>

Goffe, L., Chivukula, S.S., Bowyer, A., Bowen, S., Toombs, A., & Gray, C. M. (2021). Appetite for Disruption: Designing Human-Centred Augmentations to an Online Food Ordering Platform. In *Proceedings of the 33rd British Human Computer Interaction Conference*. University of West London, London, UK. <http://dx.doi.org/10.14236/ewic/hci2021.16>

Gray, C. M., Chivukula, S. S., Manocha, R., Melkey, K. (2021). Understanding “Dark” Design Roles in Computing Education. In *ICER'21: Proceedings of the 2021 ACM International Computing Education Research*. <https://doi.org/10.1145/3446871.3469754>

Chivukula, S. S., & Gray, C. M. (2020). Co-Evolving Towards Evil Design Outcomes: Mapping Problem and Solution Process Moves. In *Proceedings of the Design Research Society Conference*. Brisbane, Australia: Design Research Society. <https://doi.org/10.21606/drs.2020.107>

Gray, C. M., Chivukula, S. S., & Lee, A. (2020). What Kind of Work Do “Asshole Designers” Create? Describing Properties of Ethical Concern on Reddit. In *DIS'20: Proceedings of the 2020 ACM Designing Interactive Systems Conference*, 61–73. <https://doi.org/10.1145/3357236.3395486>
[Awarded DIS Honorable Mention, top 5%]

Chivukula, S. S., Watkins, C. R., Manocha, R., Chen, J., & Gray, C. M. (2020). Dimensions of UX Practice that Shape Ethical Awareness. In *CHI'20: Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems*. <https://doi.org/10.1145/3313831.3376459>

Chivukula, S. S., Gray, C. M., & Brier, J. A. (2019). Analyzing Value Discovery in Design Decisions Through Ethicography. In *CHI'19: Proceedings of the 2019 CHI Conference on Human Factors in Computing Systems*. <https://doi.org/10.1145/3290605.3300307> [Awarded Best of CHI Honorable Mention, top 5%]

Gray, C. M., & Chivukula, S. S. (2019). Ethical Mediation in UX Practice. In *CHI'19: Proceedings of the 2019 CHI Conference on Human Factors in Computing Systems*. <https://doi.org/10.1145/3290605.3300408>

Chopra, S., & Chivukula, S. S. (2017). My phone assistant should know I am an Indian: influencing factors for adoption of assistive agents. In *Proceedings of the 19th International Conference on*

Human-Computer Interaction with Mobile Devices and Services.

<https://doi.org/10.1145/3098279.3122137>

Ghosh, S., Chivukula, S. S., Bansal, H., & Sethia, A. (2017). What is user's perception of naturalness? an exploration of natural user experience. In *INTERACT'17: Proceedings of the 13th International Conference of IFIP Conference on Human-Computer Interaction*, 224–242.

https://link.springer.com/chapter/10.1007/978-3-319-67684-5_14

Bansal, H., Chivukula, S. S., & Ghosh, S. (2016). Exploring Design for Multi-device, Multi-environment and Multimodal Connected Experiences. In *Proceedings of the 4th International Conference of Distributed, Ambient and Pervasive Interactions*, 15–25.

https://doi.org/10.1007/978-3-319-39862-4_2

Journal Publications

In Review

Chivukula, S. S., Li, Z., Chen, J., Pivonka, A. C., & Gray, C. M. (in review). *Surveying the Landscape of Ethics-Focused Design Methods*. In *arXiv [cs.SI]*. arXiv. <https://arxiv.org/abs/2102.08909>. Submitted to CHI'23.

Obi, I., Gray, C. M., Chivukula, S. S., Duane, J.-N., Johns, J., Will, M., Li, Z., & Carlock, T. (in review). Let's Talk About Socio-Technical Angst: Tracing the History and Evolution of Dark Patterns on Twitter from 2010-2021. In *arXiv [cs.SI]*. arXiv. <http://arxiv.org/abs/2207.10563> In review at TSC.

Published

Goffe, L., Chivukula, S. S., Bowyer, A., Bowen, S., Toombs, A. L., & Gray, C. M. (2022). Web Augmentation for Well-being: The Human-Centered Design of a Takeaway Food Ordering Digital Platform. *Interacting with Computers*, 33(4), 335-352. <https://doi.org/10.1093/iwc/iwac015>

Gray, C. M., Chivukula, S. S., Hasib, A., & Li, Z. (2022). Using Decisive Constraints to Create Design Methods to Guide Ethical Impact. *Design Studies*, 79, Article No. 101097.

<https://doi.org/10.1016/j.destud.2022.101097> [Nominated for The Design Studies best paper award for 2022]

Gray, C. M., Chen, J., Chivukula, S. S., & Qu, L. (2021). End User Accounts of Dark Patterns as Felt Manipulation. *Proceedings of the ACM: Human-Computer Interaction*, 5(CSCW), Article 372.

<https://doi.org/10.1145/3479516>

Gray, C. M., & Chivukula, S. S. (2021). “That’s dastardly ingenious”: Ethical Argumentation Strategies on Reddit. *Proceedings of the ACM: Human-Computer Interaction*, 5(CSCW), Article 70.

<https://doi.org/10.1145/3449144>

Book Chapter

Chivukula, S.S. (2022). Cultural Diversity as a design precedent: A (Feminist) Angle to HCI/d Expansion. In *Technological Feminism: Contemporary Multi and Transdisciplinary Views of Women in Technology by Researchers*. <https://ria.ua.pt/handle/10773/37656>

Trade Publications

Chivukula, S. S. (2020, November). Feminism(s) through Design: A practical guide to implement and extend feminism. *Interactions*, 27(6), 36-40. <https://doi.org/10.1145/3427338>

Gray, C. M., & Chivukula, S. S. (2019). When does manipulation turn a design “dark”? *Interactions*, 27(1), 96. <https://doi.org/10.1145/3375016>

Extended Abstracts

Chivukula, S. S., Obi, I., Carlock, T., & Gray, C. M. (2023, July). Wrangling Ethical Design Complexity: Dilemmas, Tensions, and Situations. In *Designing Interactive Systems Conference (DIS Companion '23)*. ACM Press. <https://doi.org/10.1145/3563703.3596632>

Gray, C. M., Chivukula, S. S., Bongard-Blanchy, K., Mathur, A., Gunawan, J., & Schaffner, B. (2023, April). Emerging Transdisciplinary Perspectives to Confront Dark Patterns. *Extended Abstracts of the 2023 CHI Conference on Human Factors in Computing Systems (CHI EA '23)*. <https://doi.org/10.1145/3544549.3583745>

Chivukula, S. S., & Gray, C. M. (2020). Bardzell's “Feminist HCI” Legacy: Analyzing Citational Patterns. In *CHI EA'20: Extended Abstracts of the 2020 CHI Conference on Human Factors in Computing Systems*. <https://doi.org/10.1145/3334480.3382936>

Chivukula, S. S., Watkins, C., McKay, L., & Gray, C. M. (2019). “Nothing Comes Before Profit”: Asshole Design In the Wild. In *CHI EA'19: Extended Abstracts of the 2019 CHI Conference on Human Factors in Computing Systems*. <https://doi.org/10.1145/3290607.3312863>

Chivukula, S. S., Brier, J., & Gray, C. M. (2018). Dark Intentions or Persuasion? UX Designers' Activation of Stakeholder and User Values. In *DIS'18: Proceedings of the 2018 ACM Conference Companion Publication on Designing Interactive Systems*, 87–91. <https://doi.org/10.1145/3197391.3205417>

Fansher, M., Chivukula, S. S., & Gray, C. M. (2018). #darkpatterns: UX Practitioner Conversations About Ethical Design. In *CHI EA'18: Extended Abstracts of the 2018 CHI Conference on Human Factors in Computing Systems*. <https://doi.org/10.1145/3170427.3188553>

Refereed Workshops

Lukoff, K., Hiniker, A., Gray, C. M., Mathur, A., & Chivukula, S. S. (2021). *What Can CHI Do About Dark Patterns?* Workshop at CHI 2021, Virtual Conference. <https://doi.org/10.1145/3411763.3441360>

Gray, C. M., Chivukula, S. S., Toombs, A. L., Light, A., (2018). Visualizing Values to Analyze Designers' Ethical Responsibility. Workshop at Design Research Society 2018, Limerick, Ireland.

Gray, C. M., Chivukula, S. S. (2018). *Engaging Design Students in Value Discovery as "Everyday Ethicists"*. Workshop at DECIPHER. *Dialogue: Proceedings of the AIGA Design Educators Community Conferences* (Decipher, Vol. 1), 187–189. Ann Arbor, Michigan.
<https://doi.org/10.3998/mpub.11688977>

Conference Presentations

2019 Gray, C. M., & Chivukula, S. S. (2019, April). *(Un)Designing "Darkness" in Computing Education*. Paper Session at the 2019 AERA Annual Meeting, New York, NY. [Presented by co-author]

Invited Talks and Participation

July'23 "The other side of UX Design", Residential Program on UX Design and HCI, IIT Guwahati, India
Jun'22 *Summer Institute*, Consortium for the Science of Sociotechnical Systems (CSST). UT, Austin.
May' 22 "Deceptive Patterns in UX", Content Strategy Los Angeles Meetup (CSLA).
May' 22 "Exploring Feminisms through Design in HCI Education", Master Class, EduCHI Symposium at 2022 CHI Conference on Human Factors in Computing Systems.
Nov' 21 "Ethics and Values in HCI Practice", Digital Media Lab at University of Bremen.

Websites

2023 A.E.I.O.YOU Toolkit for Ethics in Practice: <https://shruthichivukula.com/aeiou-toolkit>
2022 Ethics-Focused Methods in Design: <https://everydayethics.uxp2.com/methods>

Research Projects

2022-Present **Ethics (Education) Collective [WIP]**

PI: Dr. Sai Shruthi Chivukula, Indiana University, Bloomington

Key collaborator: Ajit Pillai, Doctoral Student, University of Sydney.

Keywords: Sociotechnical practice, Ethics education, HCI and Design educators

Role: (Ongoing) Leading research design and planning, data collection, logistics, and documentation for an Ethics Collective to engage researchers with resources in the fields of HCI and design. Initially, I am framing these research efforts as describing attitudes and actions around Ethics Education (disseminated through "The 'E' Word" Podcast) and working towards grant writing efforts to support further collaboration and dissemination.

2019-Present **CHS: Small: "Everyday Ethics" in Sociotechnical Practice**

PI: Dr. Colin M. Gray, Purdue University

Keywords: Sociotechnical practice, everyday ethical awareness, ethics and values, qualitative research, methods and approaches

Role: Assisted in grant writing and annual report writing. Led multiple studies, wrote research articles, and mentored undergraduate and graduate research assistants. Led and engaged in co-design workshops with technology practitioners, with data analysis still ongoing with members of UXP2 Lab.

NSF Award Information: https://www.nsf.gov/awardsearch/showAward?AWD_ID=1909714

2017- 2019 **CRII: CHS: Dark patterns, Pragmatist Ethics, and User Experience**

P.I: Dr. Colin M. Gray, Purdue University

Keywords: UX Design, ethics and values, dark patterns, qualitative research

Role: Led multiple studies, wrote research articles, and mentored undergraduate and graduate research assistants.

NSF Award Information: https://www.nsf.gov/awardsearch/showAward?AWD_ID=1657310

TEACHING

Courses

- FA'23 **INFO 601- Foundations of Information (Primary Instructor; Curriculum Designer)**
This foundational course focuses on the intersection of people, information, and technology and the theoretical and conceptual foundations of the information field. Students will be introduced to ideas and concepts that will inform future specializations in their course of study and provide them with concrete strategies for ongoing professional growth and development in their area of interest.
- FA'23 **INFO 643- Foundations of Information (Primary Instructor; Curriculum Designer)**
This course provides students with practical knowledge and hands-on experience designing digital interfaces from a user-centered perspective through an exploration of the dual practices of information architecture and interaction design.
- FA'22.SP'23 **INFO 694- Thesis/Project In HCI (Primary Instructor; Curriculum Designer)** [[Syllabus 1](#)] [[Syllabus 2](#)]
Thesis course marks the final year showcase of graduate student's independent design projects, supported and mentored through the course. Students will apply their design learning as individual HCI/d practitioners; with scaffolds provided by the instructor.
- FA'2022 **INFO 549- Advanced Prototyping (Primary Instructor; Curriculum Designer)** [[Syllabus](#)]
The course will cover issues surrounding the construction of prototypes (e.g., breadth, depth, look, interaction, low/high, vertical/horizontal, etc.). Students will practice manipulating different prototyping materials, both physical and digital, and learn about different prototype evaluation techniques; through project-based learning.

- SP'2022,23 **INFO 543- (UX) Interaction Design Methods (Primary Instructor; Curriculum Designer)** [[Syllabus](#)]
 This course aims to provide a foundation for understanding, choosing, and doing human-computer interaction (HCI) design methods. Students learn about various methods designers can use and learn for user research, analysis, designing, prototyping, testing, etc.; through project-based learning. **Core Course in Masters HCI/d program @IU.
- SU'2022 **INFO 300- Human Centered Design and Development (Primary Instructor; Major Course Redesign)**
 This course introduces students to the foundations of Human-Computer Interaction Design (HCI/d). This course aims to teach HCI/d students about design research/practice and various methods designers can use and learn for user research, analysis, designing, prototyping, testing, etc; through project-based learning. [[Syllabus](#)]
- FA'2021 **INFO 542- Foundations of HCI Theory (Co-Instructor; Assisted in Curriculum Redesign)**
 This course teaches foundational theories and history of HCI as a multi-disciplinary field. Students will learn the waves of HCI research and practice to conduct applicable turn points into their HCI/d practice. **Core Course in Masters HCI/d program @IU.
- FA'2021 **INFO 541- Introduction to HCI/d Practice (Co-Instructor; Assisted in Curriculum Redesign; Stakeholder)**
 This course offers a holistic and practice-oriented introduction to Human-Computer Interaction Design. Through discussion and creative and reflective response to a broad range of topics relating to HCI/d research and practice, participants will be introduced to different aspects of HCI and Design. Stakeholder for one of five projects to collaborate and guide ~20/74 students. **Core Course in Masters HCI/d program @IU.
- SP'2019 **CGT 17208- Studio 1: Fundamentals (Teaching Assistant)**
 Teaching Assistant for grading, providing student critiques, and managing studio logistics.

Invited Guest Lectures

- FA' 2021 **Master Class (EduCHI @ CHI 2022 Conference)**
 Gave a master class to HCI educators and researchers on “Exploring Feminisms through Design in HCI Education” at the EduCHI Symposium at 2022 CHI Conference on Human Factors in Computing Systems.
- FA' 2021,22 **I544- Experience Design (Indiana University)**
 Gave a lecture to HCI/d Masters students about “Dark User Experience” and related concepts in Ethics in Design.
- SP'2019 **A&D 316: Seminar on Ideas on Industrial Design (Purdue University)**
 Gave a lecture to Art and Design students about “Data Collection + Data Analysis” in the UX design process. [[material](#)]
- SP'2020 **EDCI 616: Qualitative Research Methods (Purdue University)**

Facilitated a class to work through qualitative design before the data collection phase.
[\[lesson plan\]](#) and [\[worksheet\]](#)

SERVICE

To the Department

2021-22 **Member**, Informatics Graduate Admission Committee, Indiana University
2019-20 **Graduate Student Representative**, CGT Search Committee, Purdue University

To the Academic Community

2022 **AC and Session Chair** for CHI; **Reviewer** for TOCHI, NordiCHI.
2021 **Reviewer** for CHI, CSCW, ISTJ.
2020 **PC member** for DIS PWiP; **Reviewer** for CHI, CSCW.
2019 **Reviewer** for CHI, Creativity and Cognition, CSCW, and Design Studies.
 Student Volunteer at CHI conference.
 Student Volunteer at DECIPHER conference.
2018 **Reviewer** for DIS Pictorial PWiP.