# Curriculum Vitae

## Personal Information



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|---|---|
| Name | Gonzalez-Jimenez Shreepriya |
| Date of Birth | 11 March 1993 |
| Address | Kaysersbergerstrasse 33, 4055 Basel |
| Nationality | Indian with work permit B |
| Status | Married |
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| LinkedIn | linkedin.com/in/shreegonjim |

## Education

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| 2020 | **Methods and Statistics in Social Sciences**, *University of Amsterdam*, Online. |
| 2020 | **Probability and Data with R**, *Duke University*, Online. |
| 2017 – 2018 | **Master Interaction Design- HCI**, *Domus Academy*, Milan, *110/110*. |
| 2011– 2015 | **Bachelor Communication Design**, *National Institute of Fashion Technology*, Delhi, *CGPA – 8.7*. |

## Experience

**04.2024**  **Usability Consultant (Contract)**, Specto Medical AG, Basel, Switzerland.
- Conducted summative Usability Testing for the purpose of FDA approval of their product.

**07.2022–03.2024**  **UX Research Lead, Inbox BU**, Proton, Zurich, Switzerland.
- *Established the UXR function, introduced UX principles, Usability testing methodology*, UXR tools, trained non-researchers and junior members, *set up and managed Proton UX participant panel*, and delivered conference presentations and white papers.
- *Prioritised and led UXR initiatives according to business needs*, established *research strategy* for the BU and collaborated with product design, product management, engineering, data, marketing, and customer support teams.
- *Executed multiple* comprehensive projects for *existing products and the launch of new digital products*, employing a combination of qualitative and quantitative methods, and monitoring *KPIs related to user experience and customer satisfaction*.
- Created user empathy *through personas and journey maps* and worked closely with product development to *integrate user insights* into all stages of product development, delivering significant improvements such as of *10% increase in activation rate*.
- Ensured *user interfaces were intuitive, visually appealing, and aligned with the overall user experience strategy* through usability and concept testing measures, generating impact such as *50% surge in adoption* of new functionality.
- *Served as a customer advocate*, created and maintained user insights repository informing *product feature decisions* and *product experience roadmap*.

**09.2018–06.2022**  **UX Research Scientist|Project Lead**, *NAVER Labs Europe*, Grenoble, France.
- Led multiple design and research projects and teams comprised of researchers, designers and developers in areas of Robotics, Map Navigation, Recommender Systems and Gig platforms, *handling budget, resources, internal and external stakeholders, timely delivery of results, and supervising junior members*.
- Created *two new patented technologies* and *published multiple peer-reviewed research*.
- Successfully conducted *ethnography and usability studies* in France and Korea to *launch and improve socially-interactive robotic services* in South Korea.
- Managed *UX and service design* to introduce *new robotic services* inside NAVER data centers managing stakeholder expectations.

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| 05.2018–07.2018 | **UX Consultant**, ERNST & YOUNG, Milan, Italy.<br>User research and new service propositions for leading lifestyle, fashion, and automobile companies' digital services such as *Dior and Porsche*. |
| 2016–2018 | **UX Consultant**, *Freelance*, Europe & India.<br>○ Conducted research studies and created UX design for launching new products in *digital healthcare, financial, political, recruiting, and logistics* in India, Italy, and Germany. |
| 03.2016–08.2017 | **UX Designer and Researcher**, *Kelton Tech*, Gurugram, India.<br>○ *Led UX initiatives*, from client interactions, managing stakeholder expectations, user research, and wireframing to visual design for *a major Indian bank, oil & petroleum company, food startup, health company, and the biggest e-commerce company.*<br>○ Redesigned and improved the digital banking experience on web and mobile for the *fifth-largest Indian bank*, through *usability evaluations and heuristic reviews* leading to *5% increase in acquisition.* |
| 06.2015–03.2016 | **Interaction Designer**, *Guesthouser*, Gurugram, India.<br>○ Introduced the UX methods and contributed to the product development roadmap.<br>○ Conducted user research, resulting in website re-design that *led to 15% increase in user traffic and booking* and mobile app launch, which *expanded the user base by 10%.* |

## Honors

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| 2018-Present | 2 Patents and 15 peer-reviewed publications- In top-tier conferences and journals |
| 2023, 2024 | Associate Chair LBW - Conference on Human Factors in Computing Systems (CHI) |
| 2024 | Organising Member, UXCamp 23, Zurich |
| 2023 | Organising Member, Interaction 23 - IxDA, Zurich |
| 2022 | Best Paper Award - ACM/IEEE International Conference on Human-Robot Interaction (HRI) |
| 2021 | Organising Member, ACM Conference Computer-Supported Cooperative Work and Social Computing (CSCW) |
| 2018 | RSA Student Design Award - Royal Society of Arts, London |
| 2018 | HCII Student Design Awards - Human-Computer Interaction International |

## Affiliations

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| 2023–Present | Mentor at ADPList |
| 2019–Present | Reviewer for conferences and journals (CHI, DIS, HRI, CSCW, MobileHCI) |
| 2018–Present | RSA Fellow, Royal Society of Arts London |
| 2019–2022 | Communication Specialist volunteer at DataForGood Grenoble |

## Skills

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| UX | Strategic research, Stakeholder Management, Mixed-methods research, User interviews, Survey studies, A/B testing, Co-design studies, Prototyping, Usability testing, Design Thinking, Statistical data analysis, Innovation Management, Workshop Facilitation, IEC62366-1, IEC62366-2, FDA guidance |
| Tools | Figma, Sketch, Notion, Dovetail, EnjoyHQ, Maze, Prolific, User Interviews, SurveyMonkey, Typeform, Microsoft Office, Google Suite, Python |

## Languages

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| English | **Mothertongue** | *C2–CEFR* |
| Hindi | **Mothertongue** | *C2–CEFR* |
| German | **Intermediate** | *B2–CEFR* |
| Spanish | **Basic** | *A2–CEFR* |

# Selected Publications

D. Gallo, **Gonzalez-Jimenez, Shreepriya**, *et al.*, "Exploring Machine-like Behaviors for Socially Acceptable Robot Navigation in Elevators," in *2022 17th ACM/IEEE International Conference on Human-Robot Interaction (HRI)*, Mar. 2022, pp. 130–138. DOI: `10.1109/HRI53351.2022.9889412`.

D. Gallo, **Shreepriya, Shreepriya**, *et al.*, "RunAhead: Exploring Head Scanning based Navigation for Runners," in *Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems*, Apr. 23, 2020. DOI: `10.1145/3313831.3376828`.

D. Gallo, **Shreepriya, Shreepriya**, *et al.*, "RunAhead: Providing Head Scanning based Navigation feedback," in *Extended Abstracts of the 2020 CHI Conference on Human Factors in Computing Systems*, Apr. 25, 2020. DOI: `10.1145/3334480.3383140`.

**Gonzalez-Jimenez, Shreepriya**, D. Gallo, *et al.*, "A Decision Support Design Framework for Selecting a Robotic Interface," in *Proceedings of the 10th International Conference on Human-Agent Interaction*, ser. HAI '22, New York, NY, USA: Association for Computing Machinery, Dec. 5, 2022, pp. 104–113, ISBN: 978-1-4503-9323-2. DOI: `10.1145/3527188.3561913`. [Online]. Available: `https://doi.org/10.1145/3527188.3561913`.

**Gonzalez-Jimenez, Shreepriya**, C. Boulard, *et al.*, "Designing Food Delivery Gig-platforms for Courier Needs: The Case of Batched Orders," in *Companion Publication of the 2022 Conference on Computer Supported Cooperative Work and Social Computing*, Nov. 8, 2022. DOI: `10.1145/3500868.3559452`.

**Shreepriya, Shreepriya**, C. Legras, *et al.*, "Evaluating an Itinerary Recommendation Algorithm for Runners," in *Extended Abstracts of the 2021 CHI Conference on Human Factors in Computing Systems*, May 8, 2021. [Online]. Available: `https://doi.org/10.1145/3411763.3451707`.

**Shreepriya, Shreepriya**, J. Willamowski, *et al.*, "Supporting Natural Navigation for Running in Unknown Places," in *Companion Publication of the 2019 on Designing Interactive Systems Conference 2019 Companion*, Jun. 18, 2019. DOI: `10.1145/3301019.3323895`.

**Shreepriya, Shreepriya**, A. Bottia, *et al.*, "We Care: Integrated Helping System for People with Physical Limitations," in *HCI International 2018 – Posters' Extended Abstracts*, 2018. DOI: `10.1007/978-3-319-92279-9_12`.