

Samarth Singhal

Designer | Researcher | Engineer

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EXPERIENCE

Unity (formerly Finger Food ATG) | Vancouver, BC

Senior UX Designer

MAY 2020 - PRESENT

- Leading the product design for real-time 3D tools to transform non-gaming industries (Sales & Entertainment). Empowering non-technical users to create 3D content using easy-to-use authoring workflows.
- Collaborating with designers, developers/QA, project leads, and leadership to leverage synergies across business goals, user needs, and technology trends.

UX Designer

AUG 2019 - APR 2020

- Proactively involve in proposals to attract potential clients, facilitate discovery workshops, co-creation sessions, and utilize design thinking methodology to identify the problem space and develop UX strategy.
- Actively mentoring other designers with best practices in workflows, tools, and skills development.

North Inc. (now Google) | Kitchener, ON

Design Technologist

MAR 2018 - JUL 2019

- Lead the early ideation, design, and development of projects related to contextual computing, AI/ML, sensing, interaction techniques to explore new concepts and experiences for the next generation of smart glasses.
- Showcased the value of generative and evaluative user research by enhancing the in-house research capabilities and championing the culture of continuous learning from development efforts across teams.

Simon Fraser University | Vancouver, BC

Graduate Research Assistant

SEP 2015 - APR 2018

- Prototyped, developed, and conducted foundational and evaluative research on the area of connecting people over distance adopting a wide range of qualitative and quantitative research methods and tools.
- Collaborated with Microsoft Research, Samsung, and Curatio on various research initiatives in the areas of telepresence, communication and collaboration using wearables and tangible devices.

Infosys Ltd. | Hyderabad & Pune, India

Senior Systems Engineer

JUL 2012 - JUL 2015

- Worked as a PeopleSoft Technical Analyst responsible for developing and enhancing a CRM tool using agile methodology, and collaborating with various distributed teams to ensure compatibility and scalability.

EDUCATION

Simon Fraser University

MS - HCI

SEP 2015 - AUG 2017

Thesis: Designing Communication Technologies for Couples to Support Touch Over Distance

Advisor: Carman Neustaedter

Jaypee University

B.Tech CSE

JUN 2008 - JUL 2012

Thesis: Augmented Chemistry - Interactive Educational Tool for Chemistry

SKILLS

Research

Usability Testing

User Interviews

Contextual Inquiry

Heuristic Evaluation

A/B Testing

Quantitative Surveys

Ethnography

Eye Tracking

Design

User Journey

Rapid Prototyping

Personas

Wizard of Oz

Storyboarding

Empathy Maps

Wireframing

Data Visualization

Tools

Figma

InVision

Sketch

Unity Editor

Framer

Pen & Paper :)

Development

Python

Arduino

Java | Android

TensorFlow | TFLit

C/C++

SELECTED PUBLICATIONS

- Time Turner: Designing for Reflection and Remembrance of Moments in the Home** 2018
 Proceedings of the ACM Computer Human Interaction (CHI) New York, NY, USA, ACM Press.
 Singhal, S., Neustaedter, C., Odom, W., Bartram, L. & Heshmat, Y
- From Being There to Watching: Shared and Dedicated Telepresence Robot Usage at Academic Conferences** 2018
 Transactions on Human Computer Interaction (TOCHI)
 Neustaedter, C., Singhal, S., Pan, R., Heshmat, Y., Forghani, A., & Tang, J
- Caller Needs and Reactions to 9-1-1 Video Calling for Emergencies** 2018
 Proceedings of the Conference on Designing Interactive Systems New York, NY, USA, ACM Press (DIS)
 Singhal, S. & Neustaedter, C.
- The Study and Design of Collaboration Tools for Flight Attendants** 2018
 Transactions on Human Computer Interaction (TOCHI)
 Wong, S., Singhal, S. & Neustaedter, C
- MyEyes: The Design and Evaluation of First Person View Video Streaming for Long-Distance Couples** 2017
 Proceedings of the ACM Symposium on Computer-Human Interaction in Play (CHI PLAY)
 Shakeri, H., Singhal, S., Pan, R., Neustaedter, C. & Tang, A.
- Escaping Together: The Design and Evaluation of a Distributed Real-Life Escape Room** 2017
 Proceedings of the Conference on Designing Interactive Systems New York, NY, USA, ACM Press (DIS)
 Singhal, S. & Neustaedter, C.
- Flex-N-Feel: Emotive Gloves for Physical Touch Over Distance** 2017
 Proceedings of the Conference on Computer Supported Cooperative Work and Social Computing (CSCW)
 Singhal, S., Neustaedter, C., Antle, A. & Matkin, B.
- Augmented Chemistry: Interactive Education System** 2012
 International Journal of Computer Applications (IJCA)
 Singhal, S., Bagga, S., Goyal, P., & Saxena, V.

PATENTS

- Systems, devices, and methods for generating messages** 2018
 US20200007672A1 | Google LLC | Pending
- Systems, devices, and methods for assisting human-to-human interactions** 2018
 US20200202129A1 | Google LLC | Pending
- Systems and methods for image data management** 2018
 Google LLC | Pending

TEACHING & SERVICES

Conferences and Events

- Vancouver UX Awards 2020
- ACM CHI 2016 - 2020
- DIS 2018
- CSCW 2017

Teaching Assistant

- Design Evaluation SPRING 2017, 2018
- Web Design and Development FALL 2015, 2016

Volunteering

- ACM CSCW 2017, 2018
- Marshall for Indian Grand Prix 2012

HONORS AND AWARDS

- Clark Wilson LLP Scholarship 2017
- SFU Graduate Fellowship, 2017 - 2018
- GEM of Growth Market - Infosys, 2015
- Westpac Recognition Award, 2014
- 1st Prize at ACM Delhi-NCR Chapter, 2012