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Arvind Srinivasan

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Arvind is a academically proficient, research-oriented Computer Science Graduate with a Masters in Human-Computer Interaction from the University of Maryland. He is well-informed about the computing industry, owing to his experience with internships, applied research, and open source projects. Arvind's research pursuits and interests lie at the confluence of social computing systems, human-centered artificial intelligence and information visualization. Arvind is an optimistic futurist who is committed to realizing his vision where individuals and organizations work together safely and seamlessly, leveraging technology to solve complex problems through collaborative mindshare in a data-driven future.

EDUCATION

Master of Science in Human Computer Interaction

3.93 out of 4 GPA • College of Information Studies, University of Maryland

Aug 2021 - May 2023
College Park, United States

Bachelor of Technology in Computer Science and Engineering

3.82 out of 4 GPA • SRM Institute of Science and Technology

Aug 2016 - May 2020
Chennai, India

HONORS, AWARDS AND TRAVEL GRANTS

Jacob K. Goldhaber Travel Award

Awarded \$400 for graduate student participation at an academic conference

Oct 2022

First Class with Distinction

Passed with Grade Point Average at the top 1 Percentile

2020

Special Merit Scholarship

Waives 25% tuition fee for consistent top performers.

Aug 2016 - Dec 2019

Outstanding Technical Presentation Award

Offered to a freshman with the best technical oration skills.

2017

PRESENTATIONS

- **Arvind Srinivasan** and Joel Chan. 2023. AnalogiLead: Improving Selection of Analogical Inspirations with Chunking and Recombination. In Proceedings of the 15th Conference on Creativity and Cognition (CC '23). Association for Computing Machinery, New York, NY, USA, 338–341.
<https://doi.org/10.1145/3591196.3596817>
- **Srinivasan, A.**, Kannan, A., Elmqvist, N. (2022, October). Hotshots: Visualizing stroke-by-stroke tennis data. Proceedings of the IEEE VIS 2022 Conference. IEEE Vis: Visualization & Visual Analytics.
https://ieevis.b-cdn.net/vis_2022/posters/v-vis-posters-1037-summary.pdf

PUBLICATIONS

- Zijian Ding, **Arvind Srinivasan**, Stephen MacNeil, and Joel Chan. 2023. Fluid Transformers and Creative Analogies: Exploring Large Language Models' Capacity for Augmenting Cross-Domain Analogical Creativity. <https://doi.org/10.48550/arXiv.2302.12832>
- **Arvind Srinivasan**, P. Akilandeswari. 2020. An ensemble deep learning approach to explore the impact of enticement, engagement and experience in reward based crowdfunding [SSRN Scholarly Paper].
<https://doi.org/10.2139/ssrn.3615176>

CONFERENCES

C&C: ACM Conference on Creativity & Cognition 2023 <i>Gather Town, Virtual</i>	Jun 2023 <i>Presented</i>
IEEE VIS: Visualization and Visual Analytics Conference 2022 <i>Oklahoma City OK, United States</i>	Oct 2022 <i>Presented</i>
WAIM (Work in the Age of Intelligent Machines) Conference Summer 2022 <i>Washington DC, United States</i>	Jun 2022 <i>Attended</i>

SELECTED PROJECTS

AnalogiLead: Improving Selection of Analogical Inspirations **Oct 2022 - April 2023**
Master's Thesis

Advisor Dr. Joel Chan
Committee Dr. Niklas Elmqvist, Dr. Susannah Paletz

To address this problem of identifying relevant analogical leads and prevent premature rejection or design fixation, this system proposes unique approach by incorporating the cognitive mechanisms of chunking and recombination as a medium of interaction for selecting beneficial analogies.

HotShots: Tennis Visualization System **Jan 2022 - Oct 2022**

Advisor Dr. Niklas Elmqvist
Collaborator Abhinav Kannan

Designed and developed the interactive prototype of a tennis court representation that enables its users to gain deeper insights about player behavior.

UX Research: iSchool Advising Workflow **Sep 2021 - Dec 2021**

Client Ronald Padrón
Mentors Dr. Wayne Lutters, Marilyn P. Iriarte
Collaborators Jing Wang, Purva Mundlye, Sashank Mullapudi, Sourabh Daroji, Yeri Jeong

Using Contextual Design Methods, gathered data and insights to come up with feasible, innovative solutions to improve the experience of advising for both the advising team and the students.

Effect of Empathic factors on Crowdfunding Campaigns **Dec 2019 - Apr 2020**
Bachelor's Thesis

Advisor Dr. P. Akilandeswari

Explored Kickstarter projects to evaluate the impact of content and its sentiments, rewards and their tangibility, funder belief and founder-funder engagement on a campaign's success. Through these insights, I developed an ensemble deep-learning model that could predict the success of campaigns.

WORK EXPERIENCE

Graduate Research Assistant **Jun 2022 - Aug 2023**
College of Information Studies, University of Maryland *College Park, MD*

- As a Graduate Research Assistant at the Human Computer Interaction Lab under the supervision of Dr. Joel Chan, I assisted with the iterative development of prototypes for the Sociotechnical Analogical Matchmaking System.
- Implemented the first version of a fully functional pipeline in Python and conducted formative evaluations to inform design decisions for the interface.
- Currently evaluating effective analogical search mechanisms using Elasticsearch across hundreds of papers extracted from Semantic Scholar.

User Experience Intern

Tetrate

Sep 2020 - Mar 2021

Remote

- During the second internship, worked with the User Experience Team to redesign the core-platform offering to match the revamped branding.
- Enabled quick iteration by designing several prototypes in parallel across different levels of fidelity in Figma, resulting in better inter-team collaboration.
- Assisted the Marketing Team in creating stickers and illustrations for a blog post.

React Developer Intern

Tetrate

May 2019 - Jul 2019

Remote

- Designed and developed a prototype for viewing and visualizing the Service Mesh of an Organisation from multiple perspectives, called *TCC Viewer* that was later assimilated into their product offering.
- Implemented a novel schema-bound build architecture to facilitate Model Driven Application Generation in React.

Academic Intern

Strategic Technology Management Institute

Jun 2018

Singapore

- Trained in Big Data Analytics using Artificial Neural Networks at the Strategic Technology Management Institute.
- Achieved top evaluation through quizzes and projects on Python, Data Science, Machine Learning, and Deep Learning.
- Applied the acquired knowledge to lead a diverse team into the top five during a Private Kaggle Competition on Twitter Sentiment Analysis.

Academic Intern

Hewlett Packard Enterprise

Jun 2018

Singapore

- Trained in Big Data and Hadoop Administration at the National University of Singapore.
- Learned to apply the fundamentals of Big Data and Hadoop by setting up multi-node virtual machine-based clusters on Cloud.
- Gained hands-on experience by solving various problems ranging from Data Mining to Recommendation Systems using technologies such as Hadoop, Hive, and Spark.

Design Developer Intern

Cuedin Technologies

Jun 2018

Chennai, India

- Designed the Logo and Branding Assets for the Company's Software Offering GetMe Hub.
- Offered inputs that were adopted while designing the Application Interface, to improve the shopping experience.
- Designed Assets for Marketing such as Flyers, Pitch Decks, and Social Media Posts.
- Built a custom model-driven UI framework for Telegram using NodeJS to prototype conversational ordering of groceries.
- Built a Responsive, API-Driven Single Page Dashboard for showcasing the metrics for app-usage.

SELECTED OPENSOURCE

Matercolor Library

A tiny, zero-dependency library for building harmonious material palettes for any color.

12 stars, 77,000 downloads

2020

Matercolor Figma Plugin 2020
Generate Material Palettes and Styles for any color based on the latest Design Guidelines in Figma.
57 likes, 8000 downloads

Chromanomer 2020
A perceptually intuitive, accessible and i18n friendly color naming system based on the HSLuv color space.
370 downloads

Apart from these, have also contributed to [SpaCy](#), [principles.design](#), and [react-typescript-cheatsheets](#).

SELECTED CERTIFICATIONS

Social and Behavioural Research Basic/ Refresher <i>Citi Program Certification</i>	Sep 2021 - Sep 2024
Information Design <i>UCSD Coursera Certification</i>	Jun 2021
Social Computing <i>UCSD Coursera Certification</i>	May 2021
Natural Language Processing Specialization <i>DeepLearning.ai Coursera Certification</i>	Feb 2021 <i>4 courses</i>
UI/UX Design <i>CalArts Coursera Certification</i>	May 2020 <i>4 courses</i>
Deep Learning Specialization <i>DeepLearning.ai Coursera Certification</i>	Apr 2020 <i>6 courses</i>
Machine Learning <i>Stanford Coursera Certification</i>	Apr 2019

SELECTED SKILLS

Research	Interviews, Qualitative Coding, Quantitative Data Analysis, Usability Testing and Evaluation
Programming	Javascript, Python, Go, Java, C, C++, Dart, L ^A T _E X
Frontend	NextJS, D3JS, ReactJS, SvelteJS, SolidJS, AngularJS, ElectronJS, Ionic, Flask
Backend	NodeJS, ExpressJS, FastApi, MongoDB, MySQL, DynamoDB, AWS Lambda
Design	Figma, Indesign, Illustrator, Sketch, AdobeXD, Principle, Balsamiq, Framer
Communication	Tamil (native), English (business)