

Deepti Chittamuru

| 3620 Walnut St, Philadelphia PA 19104 |
| dchittamuru@asc.upenn.edu | +1-215-480-7006 |

EDUCATION

PhD, M.A. Expected Dec 2016

UNIVERSITY OF PENNSYLVANIA, Communication

*Focus: Health Communication, Persuasive Technologies,
Information & Communication Technologies for Development*

Masters Aug 2009

UNIVERSITY OF CALIFORNIA BERKELEY, Information Management & Systems

*Focus: Human Computer Interaction,
Information & Communication Technologies for Development*

B. Tech May 2006

ANDHRA UNIVERSITY, GITAM College of Engineering, Computer Science

Major: Computer Science & Systems Engineering

RESEARCH EXPERIENCE

Doctoral Candidate Nov '14 – Present

UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA

- Conducting a 2X2 factorial randomized controlled trial with 200 participants to evaluate an online video-based HIV prevention intervention
- Conducting three measurements - baseline, immediate-post intervention and 3 month follow up survey
- Managing project through ideation, proposal development, web design, project planning, implementation and reporting with a team of participant recruiters and web development engineers

Research Intern Oct '13 – Dec '13

MICROSOFT RESEARCH INDIA, Bangalore, India

- Conducted a qualitative research study with Dr. Bill Thies of a mobile phone based Tuberculosis medication adherence application (99DOTs), for low literate populations.
- Conducted 20+ in-depth interviews to elicit feedback on user experience of the application. Proposed design changes to the mobile application to improve user experience and enhance its efficacy

Health Technology Expert May '13 – Jun '13

THE WORLD BANK, Washington D.C.

- Acted as subject matter expert on Information and Communication Technologies for Development for maternal, child health and microfinance projects in Africa. Conducted a literature review of technology-based behavioral interventions for maternal health, deployed mainly in developing countries.
- Evaluated the efficacy of mobile phone based platforms to monitor maternal and child health interventions in Africa.
- Recommended labor efficient and low cost alternatives, resulting in ~10% savings on technology costs

Research Intern

May '12 – Aug '12

MICROSOFT RESEARCH INDIA, Bangalore, India

- Conducted a qualitative research study that employed unstructured interviews and participant observation to elicit attitudes, beliefs and values that inform healthcare decisions amongst pregnant women and their families in rural India.
- Received best paper award for one of the three papers authored, based on the insights from the study

Graduate Researcher

May '11 – Aug '11

UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA

- Conducted a needs assessment for mobile-based maternal health interventions in rural India.
- Conducted 50+ unstructured interviews, participant observation and focus groups to identify challenges to adopting recommended maternal health behaviors.

Researcher

Jun '10 – Aug '10

UNIVERSITY OF CALIFORNIA BERKELEY, Berkeley, CA

- Designed and deployed a quasi-experiment with Dr. Kurtis Heimerl that employed non-random participant selection and a control group to study the effects of a multiple mice computer interface (*Meta Mouse*) on children's learning abilities and collaborative behavior in rural India.
- Conducted baseline unstructured interviews with teachers, students and school administrators.

Graduate Researcher

May '09 – Aug '09

UNIVERSITY OF CALIFORNIA BERKELEY, Berkeley, CA

- Conducted needs and usability assessment of a Voice Based Online Community (*Avaaj Otalo*) with Prof. Tapan Parikh and Dr. Neil Patel.
- Used qualitative research methods like ethnography to understand the influence of social, cultural and political forces on the usage of Voice Based Online Community in rural India.
- Elicited needs, discovered behaviors to be supported and features to be added to *Avaaj Otalo*.
- Co-authored a conference paper that won best paper award, based on insights from the study

Graduate Researcher

May '08 – May '09

UNIVERSITY OF CALIFORNIA BERKELEY, Berkeley, CA

- Evaluated the usability of mobile phone based learning games (*MILLEE*) in rural India with Prof. John Canny.
- Elicited personas and scenarios for mobile phone-based learning in the daily lives of rural children.
- Conducted interviews and participant observation to gain insight into social, cultural and political aspects of their learning and play environments.
- Recommended major changes in the design of the application based on insights from field study and interviews with the children.

FELLOWSHIPS & GRANTS

University of Pennsylvania

Dissertation Research Fellowship, \$28, 000	2015
Doctoral Fellowship, \$50,000 per annum	2010 – 2016
Dean's Summer Research Fellowship, \$5,000 per annum	2010 – 2015
COMPASS Fellowship, \$5,000	2013

Provost Interdisciplinary Seminar Fund, \$30,000	2012
Center for Advanced Studies Summer Research Grant, \$1,500	2011

University of California Berkeley

Berkeley International Office Scholarship, \$3000	2008
Berkeley Institute of Design Research Assistant Fellowship, 15,000	2008
School of Information Graduate Fellowship, \$30,000	2007

TALKS & PRESENTATIONS

“Meaning Making, Mobiles & Maternal Health”, at <i>Temple University</i> , Philadelphia, PA.	Apr 2015
“99DOTS: Evaluation of A Mobile Phone Based Medication Adherence Application”, at <i>Microsoft Research India</i> , Bangalore, India	Dec 2013
“Persuasive Technologies in Maternal Health”, at <i>The World Bank Group</i> , Washington D.C.	May 2013
“CommCare: Evaluation of a Mobile Phone Based Maternal Health Intervention”, at <i>Microsoft Research India</i> , Bangalore, India	May 2012
“Millee: Social Dynamics Of Mobile Phone Use By Children In Rural India” at <i>University of California Berkeley</i> , Berkeley, CA	May 2009
“Lulan – An exercise in redefining a brand”, Team Presentation with Garg, S., Onsrud, H. & Pearson, M. at <i>University of California Berkeley</i> , Berkeley, CA	Dec 2008
“WhtWhnWhr – Novel Interaction with Event Calendars”, Team Presentation with Narayan, S. & Gordon, J. at <i>University of California Berkeley</i> , Berkeley, CA	May 2008
“aAqua – Visualization of an Online Community of Farmers in Rural India”, Team Presentation with Kumar, R. & Sen, A. at <i>University of California Berkeley</i> , Berkeley, CA	May 2008
“UCWise – Redesigning an Online Learning System at the CS department of UC Berkeley”, Team Presentation with Narayan, S., Rogan, S. & Lim, M. at <i>University of California Berkeley</i> , Berkeley, CA	Dec 2007

CONFERENCE PAPERS & AWARDS

Chittamuru, D. (2015, July). The Role of Social Influence In HIV/AIDS Prevention Interventions presented at *International Association for Media & Communication Research Conference*, Montreal, Canada.

Chittamuru, D. (2015, March). Meaning Making, Mobiles & Maternal Health in Rural India presented at *Comparative And International Education Society*, Washington D.C.

Chittamuru, D. (2014, July). Habits: Randomized Controlled Trial of a Diabetes Prevention Program presented at *International Association for Media & Communication Research Conference*, Hyderabad, India.

Chittamuru, D. (2013, June). Beliefs In Rural India About Recommended Maternal Health Behaviors: An Elicitation Study *presented at International Association for Media & Communication Research Conference*, Dublin, Ireland.

Chittamuru, D. (2012, July). CommCare: Evaluation of a Mobile Application for Maternal Health, presented at *International Association for Media & Communication Research Conference*, Durban, South Africa. **Best Paper Award** in Communication Policy and Technology Section

Chittamuru, D. (2012, July). Issues Influencing Maternal Healthcare Behaviors in Rural India, presented at *International Association for Media & Communication Research Conference*, Durban, South Africa

Chittamuru, D. (2011, May). MILLEE- Social Dynamics of Mobile Phone Use Amongst Children in Rural India, *presented at International Communication Association Conference*, Boston, MA.

Patel, N., **Chittamuru, D.**, Jain, A., Dave, P., Parikh, T.S. (2010, May). Avaaj Otalo- A Case Study of Voice Based Social Media in Rural India presented at *ACM Conference on Human Factors in Computing Systems (CHI) Conference*, Atlanta, GA. **Best Paper Award**

Kumar, A., Tewari, A., Shroff, G., **Chittamuru, D.**, Kam, M., Canny, J. (2010, May). An Exploratory Study of Unsupervised Mobile Learning in Rural India, presented at *ACM Conference on Human Factors in Computing Systems (CHI)*, Atlanta, GA. **Honorable Mention**

TEACHING EXPERIENCE

Certificate in University Teaching, Center for Teaching & Learning Aug 2013
UNIVERSITY OF PENNSYLVANIA, Philadelphia PA

Teaching Assistant, Introduction To Communication Behavior Jan '13 – May '13
UNIVERSITY OF PENNSYLVANIA, Philadelphia PA

- Taught two weekly 60 minute sessions of of 20 students each for the duration of the semester. Discussed topics related to but not covered in class.
- Designed and administered assignments and tests.
- Graded and offered feedback on final papers and capstone projects.

Teaching Assistant, Persuasion And Communication Jan '11 – May '11
UNIVERSITY OF PENNSYLVANIA, Philadelphia PA

- Delivered two lectures to a class of 70+ students in the absence of the professor.
- Designed and administered assignments and tests.
- Critiqued and offered feedback on final papers and capstone projects.

Teaching Assistant, Society & Information Technology Jan '08 – May '08
UNIVERSITY OF CALIFORNIA BERKELEY, Berkeley CA

- Graded papers and assignments.
- Answered questions and offered clarifications to students regarding lecture or homework materials

PROFESSIONAL WORK EXPERIENCE

Program Manager Intern

Feb '10 – May '10

INTEL, Bangalore, India

- Designed technology solutions for e-governance challenges like the Mahatma Gandhi National Rural Employment Guarantee (MGNREGA) program.
- Managed pilot deployment for these proposed solutions in rural India and wrote white papers about the same.
- Liaised with state and central government officials to bring the Govt. of India onboard and persuaded them to support our implementation of the said technology solutions.

Technology Research Intern

Nov '09 – Feb '10

BASIX, Hyderabad, India

- Conducted a study with the social performance management team in BASIX to inform the design of a technology enabled process that delivers financial services to customers in rural India.
- Employed document analysis, interviewing and participant observation of employees and customers to identify inefficiencies in existing business processes.
- Designed new business processes that were ~15% more efficient.

Product Management Intern

Jun '08 – Aug '08

LITHIUM TECHNOLOGIES, Emeryville, CA

- Conducted a user needs assessment for their new product offering, 'Analytics'.
- Created visualizations for large data-sets to highlight insightful patterns hidden in the data.

Quality Lead

Jun '06 – Jun '07

COMPUTER SCIENCE CORPORATION INDIA Pvt. Ltd., Chennai, India

- Helped senior management gain a better understanding of the reasons for the ineffectiveness of the standard QA methods, practiced across CSC, at their India facility.
- Recommended changes to the QA processes to suit the cultural context, reducing UAT errors by ~20%.

Nun

Mar '94 – Sep '99

ONENESS UNIVERSITY, Chennai, India

- Youngest member (15 years old) of a six-member leadership team that managed the institution in its start-up phase.
- Set up offices in several cities and gave public speeches to large audiences (1000+ attendees).
- Managed teams of 50+ people and organized events attended by 5000+ participants.
- Conducted Personal Development workshops with 100+ participants per workshop

VOLUNTEER ACTIVITIES

Fundraiser

Sep '08 – Sep '13

VIDYASTHALI, Uttar Pradesh, India

- Raised ~\$9000 over six years to sponsor school girls in rural Uttar Pradesh in India.

Founding Member, ICT4D Organizing Committee

Sep '10 – May '11

UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA

- Led an interdisciplinary faculty and student committee across five graduate schools at Penn to organize a seminar series on the subject of Information & Communication Technologies for Development.
- Raised \$30,000 for the seminar series and invited speakers from Europe, Asia and across USA
- Managed a team of engineers, audio-visual team and administrative staff.

Member, Graduate Student Council

Sep '10 – May '11

UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA

- Elected to represent student interests to the school administration and to co-organize social events hosted by the school.

Student Representative, Academic Affairs Committee

Dec '07 – May '09

UNIVERSITY OF CALIFORNIA BERKELEY, Berkeley, CA

- Elected to represent the students and channel their concerns to the school's administration and to provide student feedback regarding matters such as hiring new faculty and curriculum.

Chairperson of Social Service/Recreation Committee

Aug '06 – Jun '07

COMPUTER SCIENCE CORPORATION INDIA Pvt. Ltd., Chennai, India

- Successfully led a team of employees with decades of experience in the IT industry.
- Conducted health awareness and vocational training camps in a village adopted by CSC

SKILLS

QUANTITATIVE

Usability Testing, Surveys, Lab Experiments, Randomized Controlled Trials

QUALITATIVE

Ethnography, Unstructured Interviews, Focus Groups, Participant Observation, Contextual Inquiry

USER EXPERIENCE

Scenarios, Personas, Card Sorting, Needs Assessment, Heuristic Evaluation

TECHNICAL

HTML, CSS, Adobe Premiere Pro CC

STATISTICAL

MPLUS, STATA, SPSS, SAS

LANGUAGES

English, Hindi, Telugu, Tamil, Kannada