

# Arindam Shiva Tripathi

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## EDUCATION

### University of Maryland (UMD)

Master of Science in Human-Computer Interaction (HCIM)

- 4.0 GPA

College Park, MD, USA

Aug 2025 – May 2027 (Expected)

### National University of Singapore (NUS)

Bachelor of Engineering in Computer Engineering, Minor in Business Management

- Concentration in Interactive Digital Media; graduated with honors

Singapore

Aug 2019 – Jul 2023

## EXPERIENCE

### L'Oréal

Data Analytics Specialist (Full-Time)

- Designed and implemented a suite of ML-driven promotion planning tools used by 200+ planners across 10+ APAC markets, contributing to a 24% improvement in promotional efficiency
- Structured analytics views to reduce cognitive overhead in campaign planning workflows and improve decision clarity
- Defined and tracked workflow performance metrics, using adoption data and stakeholder feedback to refine dashboard structure and increase analytics usage for promotion planning

Enterprise Architecture Intern

- Designed Power BI dashboards to monitor application usage across APAC, reducing time to access insights by 90%
- Improved internal tool discoverability for 50+ users by creating a Power Platform storefront to access data

Singapore

Jul 2023 – Aug 2025

May 2022 – Sep 2022

## RESEARCH EXPERIENCE

### Smartphone Use & Mental Health UX Research Study

- Conducted a mixed-methods study examining how everyday smartphone use impacts emotional regulation, combining diary studies and contextual interviews
- Synthesized longitudinal entries and interview data using affinity clustering to identify recurring behavioral patterns
- Developed user regulation profiles and translated insights into prioritized design requirements for digital wellbeing

Aug 2025 – Dec 2025

## PROJECTS

### Revamping ShopeePay — Quantitative Study — MTurk, Qualtrics, MATLAB

- Designed an interface study comparing two layouts and three navigation methods for key payment tasks
- Analyzed task completion time and error rates using statistical testing to identify performance differences
- Recommended a persistent navigation bar based on efficiency and perceived convenience gains

Feb 2023 – Mar 2023

### Music and Lyrics Transcription App — Python, React, SpeechBrain, Spleeter,

- Developed an AI-driven transcription pipeline for melody and lyric extraction from music
- Evaluated transcription accuracy using Word Error Rate and identified performance degradation in specific scenarios
- Analyzed reliability constraints to understand how system limitations could impact user trust and usability

Oct 2022 – Nov 2022

### TrailTales — Local Discovery App — Flutter, Firebase, Google Maps API

- Built an end-to-end mobile application and collected qualitative feedback from 20+ beta users
- Reorganized navigation and location clustering based on user feedback to improve relevance and discoverability

May 2020 – Aug 2020

## LEADERSHIP EXPERIENCE

### UX Terps (UMD) — External Outreach — College Park, MD

- Led industry-facing UX panels and portfolio review sessions, translating practitioner feedback into actionable guidance for student research projects

Aug 2025 – Present

### ECE Undergraduate Student Council — Vice-President — Singapore

- Led annual ECE Career Fair with 29 industry partners, increasing student attendance by 30% through data-informed outreach and messaging strategy

Aug 2020 – Aug 2023

## CERTIFICATIONS AND SKILLS

**Data Analysis & Research:** R, SQL, MATLAB; Power BI, Tableau; Qualtrics, MTurk; A/B testing, usability evaluation, pandas

**Development:** React, JavaScript, Flutter, HTML/CSS, C#, C++

**Machine Learning:** Python, Jupyter Notebook, Vertex AI, ChatGPT API

**Certification:** Google Cloud Certified – Cloud Digital Leader (Dec 2023)