

AARTI ISRANI

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RESEARCH INTERESTS

Human-Computer Interaction (HCI), Social Media, Identity Transitions, ICTD

EDUCATION

- 2018-present **University of Michigan**, Ann Arbor, MI
PhD in Information Science
Advisor: Dr. Tawanna Dillahunt
- 2012-2016 **DePaul University**, Chicago, IL
M.S. in Human-Computer Interaction (with distinction)
Advisors: Dr. Sheena Erete, Dr. Cynthia Putnam
- 2006-2010 **University of Illinois**, Urbana, IL
B.S. in General Engineering
Secondary: Human-Computer Interaction

RESEARCH EXPERIENCE

- 2021-present **Graduate Research Assistant**
University of Michigan
Mentor: Dr. Tawanna Dillahunt
- Re-analyzed interviews of small business owners to examine their use of social platforms to obtain informational and emotional support as they navigate work-role transitions
 - Conducted a literature review to identify future research directions on employment in low-income communities
 - Conducted a longitudinal survey and semi-structured interviews to identify how low-income members of UpTogether's Oakland Resilient Families Initiative leverage peer groups to obtain informational and emotional support for their work-role transitions
- Summer 2023 **User Experiencer Researcher Intern**
Meta
Mentor: Tamy Guberek
- Led foundational research (competitive review, concept testing study) for the Privacy Organization to identify tactical and strategic opportunities for data transparency.
- Summer 2021 **User Experience Researcher Intern**
Facebook
Mentor: Jing Costello
- Conducted a literature review to examine how reputation systems support Q&A behaviors in online communities.
 - Led interviews to evaluate how reputation concepts support Q&A behaviors within FB Groups

- Summer 2020 **User Experience Researcher Intern**
Facebook
 Mentor: Armando Ayala
- Led a usability study with Facebook Group admins to examine the creation flow of Units
 - Led a card-sorting study to validate Unit product renaming decisions
- Winter 2020 **Graduate Research Assistant**
University of Michigan
 Mentor: Dr. Tawanna Dillahunt
- Constructed a survey to assess how job seekers utilize social media platforms for their job search process and socioeconomic differences in use
- Summer 2019 **Graduate Research Assistant**
University of Michigan
 Mentors: Dr. Tawanna Dillahunt, Dr. Nicole Ellison
- Led a mixed method study (interviews, observations, focus groups) with resource-constrained members of the Family Independence Initiatives to understand how online and offline interactions support social capital processes
 - Presented design recommendations to Family Independence Initiative leadership
- Winter 2019 **Graduate Research Assistant**
University of Michigan
 Mentor: Dr. Tawanna Dillahunt
- Led a mixed method study (participatory design, interviews) to understand how digital tools could support a mentorship program focused on underserved individuals in Detroit
- 2016-2017 **Graduate Research Assistant**
University of Michigan
 Mentors: Dr. Nicole Ellison, Dr. Sarita Schoenbeck, Penny Trieu
- Performed qualitative analysis of interviews to better understand browsing behaviors and attention to social media feeds
- 2015-2016 **User Experience Consultant**
Fuzzy Math
- Led contextual user research and usability studies for clients across industries
 - Established internal research processes and best practices
 - Created sitemaps, workflows and prototypes of varying fidelity
- 2015-2016 **Graduate Assistant**
DePaul University
School of Design
 Mentors: Dr. Sheena Erete, Dr. Denise Nacu, Dr. Tawanna Dillahunt
- Conducted a comparative analysis of 15 empirical studies to explore how HCI methods can be tailored to engage underserved communities
 - Developed a set of principles to inform HCI methods
 - Organized and co-facilitated a workshop with researchers to brainstorm methods for engaging underserved communities

- 2015-2016 **Research Assistant**
DePaul University
Technology for Social Good Lab
 Advisor: Dr. Sheena Erete
- Conducted a study to examine perceptions of using social media to support community policing
 - Conducted 8 semi-structured interviews and a survey with 250+ respondents
 - Performed qualitative and quantitative analysis on the data gathered
 - Developed design guidelines for technology to support community policing
- 2015-2016 **Research Assistant**
DePaul University
 Advisor: Dr. Cynthia Putnam
- Conducted participatory design sessions, interviews, and usability studies with users who were blind to understand how to maximize understanding of graphs through written descriptions of web-based displays of basic bar and line graphs
 - Developed guidelines for web developers to help improve web-based graph accessibility
- Summer 2015 **Research Assistant**
Digital Youth Network
 Mentor: Caitlin Martin
- Conducted observations and data analysis to understand how blended learning approaches support female middle school students' developing interest in STEM subjects
 - Developed a process to synthesize and analyze data from various sources (interviews, observations, focus groups)
 - Findings from analysis were used to inform revisions made to STEM learning approaches
- Summer 2010 **Human Factors Intern**
Baxter Healthcare
 Mentor: Shuang Xu
- Explored & presented prototyping tools to assist the Human Factors team select candidates
 - Identified usability issues associated with qualitative & quantitative data from user studies
- 2008-2010 **Undergraduate Research Assistant**
University of Illinois at Urbana Champaign
Department of Industrial and Enterprise Systems Engineering
- Conducted a survey to explore the collaborative methods used by designers to generate design solutions; presented results at the Undergraduate Research Symposium
 - Conducted observations and interviews to study the strategies professional designers utilize when using the internet to create design solutions
 - Findings from both studies were used to inform the design of a web-based application that leverages social media to inspire new search directions on the Web

OTHER PROFESSIONAL EXPERIENCES

- Winter 2015 **Associate Manager of Data Stewards**
Allstate Quantitative Research & Analytics
- Led and mentored a team of 4 Data Stewards

- Led the team's adoption of an Agile method to manage work

Data Steward Team Lead

2014 **Allstate Quantitative Research & Analytics**

- Developed a new approach to capture and communicate data quality issues to clients
- Created and facilitated a set of training topics core to the team's success

Data Steward Senior Consultant

2013 **Allstate Quantitative Research & Analytics**

- Managed requirements, governance, and user-interface enhancement of six applications
- Led an initiative to capture metadata & map data transformations

Business Analyst

2011-2013 **Allstate Technology & Operations**

- Acted as a liaison between business and technology departments to gather requirements

UX Consultant

Allstate Technology & Operations

- 2011 – 2012
- Designed wireframes for a web campus map application, allowing employees to navigate around Allstate's campus
 - Received an Allstate High Five Award for delivering an innovative solution

Usability Intern

Versay

- Summer 2009
- Designed a usability study to examine the customer experience in using Allstate Insurance's voice-based application
 - Developed an audio-visual prototype to simulate customer experience in the usability study

PUBLICATIONS

Israni, A., Hui, J., Dillahunt, T.R. (2023). Opportunities for Social Media to Support Aspiring Entrepreneurs with Financial Constraints. *Proc. ACM Hum.-Computer. Interactions.* 7, CSCW1, Article 143. (in press)

Dillahunt, T. R., Lu, A. J., **Israni, A.**, Lodha, R., Brewer, S., Robinson, T. S., ... & Wheeler, E. (2022, April). The Village: Infrastructuring Community-based Mentoring to Support Adults Experiencing Poverty. In *CHI Conference on Human Factors in Computing Systems* (pp. 1-17). Chicago

Israni, A., Ellison, N.B., Dillahunt, T.R. (2021). 'A Library of People': Online Resource-Seeking in Low-Income Communities. In *Proc. ACM Human-Computer Interaction*, Vol. 5, No. CSCW1, Article 152.

Dillahunt, T.R. ***Israni, A.**, *Lu, A.J., Cai, M., Hsiao, J.C.Y. (2021). Examining the Use of Online Platforms for Employment: A Survey of US Job Seekers. In *Proceedings of the 2021 CHI Conference on Human Factors in Computing Systems (CHI '21)* *equal contribution

Ellison, N. B., Triêu, P., Schoenebeck, S., Brewer, R., & **Israni, A.** (2020). Why We Don't Click: Interrogating the Relationship Between Viewing and Clicking in Social Media Contexts by Exploring the "Non-Click". *Journal of Computer-Mediated Communication*, 25(6), 402-426.

Erete, S., **Israni, A.**, & Dillahunt, T. (2018). An intersectional approach to designing in the margins. *Interactions*, 25(3), 66-69.

Israni, A., Erete, S., & Smith, C. L. (2017, February). Snitches, Trolls, and Social Norms: Unpacking Perceptions of Social Media Use for Crime Prevention. In *Proceedings of the 2017 ACM Conference on Computer Supported Cooperative Work and Social Computing* (pp. 1193-1209).

Dillahunt, T. R., Erete, S., Galusca, R., **Israni, A.**, Nacu, D., & Sengers, P. (2017, February). Reflections on design methods for underserved communities. In *Companion of the 2017 ACM Conference on Computer Supported Cooperative Work and Social Computing* (pp. 409-413).

INVITED TALKS

2017 Paper-based Talk – Snitches, Trolls, & Social Norms: Unpacking Perceptions of Social Media Use for Crime Prevention. Northwestern InfoSocial Conference. April 7-8, 2017. Evanston, IL.

2016 Paper-based Talk – Snitches, Trolls, & Social Norms: Unpacking Perceptions of Social Media Use for Crime Prevention. midweSTS Graduate Student Workshop. Sept 16-17, 2017. Chicago, IL.

SERVICE & LEADERSHIP

2019-2020 **Doctoral Executive Committee (DEC)**

University of Michigan

- Organized and facilitated events and processes geared at providing academic and social support to all UMSI doctoral students

2018- 2019 **Information Alliance for Community Development (IACD) Officer**

University of Michigan

- Oversee group finances and funding
- Organize and facilitate social change-focused service work, lecture series, group discussions, and other events.

2016- present **DePaul ASK Mentor**

DePaul University

Provide professional and academic mentorship to current DePaul students and young professionals

TEACHING EXPERIENCES

Winter 2022 **Guest Evaluator**

University of Michigan, School of Information

- SI 582: Introduction to Interaction Design (Winter 2022); Professor: Dr. Tawanna Dillahunt

Fall 2021 **Guest Panelist**

University of Michigan, School of Information

- SI 582: Introduction to Interaction Design (Fall 2021); Professor: Dr. Tawanna Dillahunt

- 2019-2021 **Graduate Student Instructor**
University of Michigan, School of Information
- SI 582: Introduction to Interaction Design (Fall 2019); Professor: Dr. Tawanna Dillahunt
 - SI 582: Introduction to Interaction Design (Fall 2020); Professor: Tonya McCarley
 - SI 582: Introduction to Interaction Design (Winter 2021); Professor: Tonya McCarley

RESEARCH GRANTS, HONORS, & AWARDS

- 2021 **Doctoral Field Prelim – passed with distinction (top 10%)**
“Involuntary Work-Role Transitions: Opportunities for Social Media to Support Identity Change”
- 2019 **Office of Professional & Community Engagement Grant (\$1500)**
University of Michigan, School of Information
- 2019 **Rackham Graduate School Grant (\$1500)**
University of Michigan, School of Information
- 2013 **Reach for the Stars Award**
For lasting contribution to Allstate Technology’s Performance Pillars & Organizational Success Factors for the year 2012
- 2013 **Allstate High Five Award**
For delivering an innovative campus maps solution

SKILLS

Mastery: Interviews, Observations, Focus Groups, Survey Design, Usability Testing, Qualitative Data Analysis

Proficiency: Quantitative Data Analysis, Participatory Design, Digital Ethnography, Wireframing, Prototyping, SPSS, Adobe CS (Illustrator, Photoshop, InDesign), Axure, Sketch HTML, CSS, Javascript