

**Shailendra (Shailo) Rao**

shailoATgmail.com | 650.353.0899

linkedin.com/in/shailo

**SKILLS**

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**User Research:** Web/ mobile usability testing, ethnography, field studies, heuristic evaluation, cognitive walkthroughs, competitive analysis, expert reviews, information architecture, phone interviews, task analysis

**Experimental Research on Web:** A/B + multi-level study design, survey design, statistical analysis with SPSS (multi-way anova, t-test, regression), generating cognitive/ social design principles

**UI/ Interaction Design:** HTML/ RHTML/ XHTML, CSS, Dreamweaver, Photoshop, Omnigraffle, Microsoft Office/ Visio, wireframe/ paper prototyping, graphic layout/ design, information visualization

**Social Media:** Building, growing, marketing online communities, SEO, SMO

**Entrepreneurship:** Building and leading teams, product management, recruiting talented teammates

**EXPERIENCE**

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**Stanford- Communication between Humans and Interactive Media Lab (CHIME) :: Researcher**

Fall 2004 – Present

Led 9 different multidisciplinary research teams comprised of PhD, Masters, and undergraduate students from engineering, design, and social science backgrounds.

*Research areas:* personalization, adaptation, recommendation systems, web user interfaces, affective computing, emotion detection, mobile phones, online security, persuasion, car voice interfaces

*Funders:* AOL Time Warner, Dai Nippon Printing (Japan), Visa, Media X at Stanford University

**SB Nation: Digital Media Consultant for Web Analytics Platform**

Fall 2009 – Present

Informed product definition, design, scope, and phasing by a) researching web analytics and online media landscapes, b) syncing up with stakeholders from business, product/ engineering, and editorial, c) user surveys and interviews, and d) statistical + information visualization principles.

**Google User Experience Research/ Usability Team :: Researcher**

4 internships: Summer 2004, Winter 2004, Summer 2005, Summer 2008

Utilized a variety of research methodologies and cognitive/ social design principles to help advance the user experience of Google Maps, Google Maps Navigation, Google Maps Mobile, Google Earth for iPhone, iGoogle,

Android, Google Talk, Gmail Mobile, Google Base, Gmail Help Center, Blogger Google Transit, Google SMS, Google Desktop, Froogle, and Google Local.

### **SayHello! :: Co-Founder**

Winter 2007 – Summer 2009

Involved in all aspects of startup formation and mobile/ web product development from incorporation to private beta release for a group voice messaging and networking platform specifically designed for 0.5 billion mobile phone users in India.

### **BallHype :: Advisory Board**

Winter 2007 – Summer 2008

Advised founding team on how to improve overall user experience, increase user sign ups, and grow traffic for social media startup acquired by FutureUS 1.5 years after launch.

### **Golden State of Mind (GSoM) :: Co-Founder**

Spring 2005 – Current

Recruited a team of 12 talented writers and artists and built a popular online sports brand and community lauded and recognized by peers. Over 20 million page views to date.

### **Stanford- Persuasive Technology Lab :: Researcher**

Winter 2007 – Spring 2007

*Research areas:* web credibility, captology, mobile phones, location sensing

### **UCSD- Interactive Cognition Lab (ICL) :: UI Designer and Researcher**

Spring 2002 – Summer 2004

Co-managed and directed project team towards creating an online web-programming course covering Document Structure (XHTML), Formal Layout (CSS), Interactivity (JavaScript), and Structure of Content (XML), which received a 95% approval rating from university students.

*Research areas:* context aware office, e-learning, collaborative environments

### **The Knowledge Team :: Web Developer**

Spring 2002 – Spring 2003

Leveraged usability analysis, interaction design, visual design, and front end coding skills to revamp websites for Inter-American Development Bank and Multilateral Investment Fund.

## EDUCATION

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### PhD Candidate Stanford University

#### Human Computer Interaction

Department of Communication

*Dissertation topic:* Making personalized recommendation engines feel more personal with HCI and social science

*Advisors:* Clifford Nass, Jeremy Bailenson, Byron Reeves

GPA: 3.96

### Stanford University Graduate School of Business

#### Summer Institute for Entrepreneurship

Business program for PhD and Masters students teaching both hard skills (finance, marketing, and accounting) and soft skills (public speaking, leadership, and networking).

### MA Stanford University

#### Media Studies

### BS University of California San Diego

#### Cognitive Science w/ specialization in Human Computer Interaction

Department Honors with Distinction

*Honors Thesis:* Understanding Office Ecologies: Distinguishing Between Different Office Dweller Types (Ethnography for Context Aware Office)

*Advisors:* David Kirsh, Aaron Cicourel, Jeff Elman

HCI Specialization GPA: 4.00 | Major GPA: 3.80

### Teaching Assistantships

- Experimental Research in Advanced User Interfaces
- Media Psychology
- Computers and Interfaces
- Media Technologies, People, and Society
- Cognitive Aspects of Multimedia Design
- Cognitive Science: Intro to Web Programming
- Cognitive Science: Language and Reasoning

## Key UX Coursework

### Stanford Computer Science

- Human-Computer Interaction Design
- Evolution of Ideas and Products
- Contextual and Organizational Issues in Human-Computer Interaction
- Research Topics in Human-Computer Interaction
- Persuading People Online and via Mobile Phones

### UCSD Cognitive Science

- Cognitive Aspects of Multimedia Design
- Human Computer Interaction
- HCI Programming
- Cognitive Engineering

## PUBLICATIONS

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Rao, S., Bailenson, J. & Nass, C. (in press). **Making Personalization Feel More Personal: A four-step cycle for advancing the user experience of personalized recommenders and adaptive systems.** In M. Eastin, T. Daugherty, & N. M. Burns (Eds.), Handbook of Research on Digital Media and Advertising. New York: IGI Global.

Ochi, P., Rao, S., Takayama, L., Nass, C. (2010). **Predictors of User Perceptions of Web Recommender Systems: How the Basis for Generating Experience and Search Product Recommendations Affects User Responses.** In International Journal of Human - Computer Studies, Special issue on Measuring the Impact of Personalization and Recommendation on User Behaviour.

Rao, S., Chen, J., Jeffries, R., and Boardman, R. (2009) **"You've Got IMs!" How People Manage Concurrent Instant Messages.** Proceedings of 13th International Conference on Human-Computer Interaction (San Diego, CA, USA, July 19 - 24, 2009).

Nowak, M., Rao, S., Nass, C., Lewenstein, J., Meyer, A., Richman, J., (2009). **Towards an Experimental Methodology for Studying Persuasion-Based Online Security.** In CHI '09 Extended Abstracts on Human Factors in Computing Systems (Boston, MA, USA, April 04 - 09, 2009).

Rao, S., Hurlbutt, T., Nass, C., and JanakiRam, N. (2009) **"My Dating Site Thinks I'm a Loser": Effects of Personal Photos and Presentation Intervals on Perceptions of Recommender Systems.** In Proceedings of the Conference on Computer-Human Interaction (CHI '09). (Boston, MA, USA, April 04 - 09, 2009).

Rao, S. (2007) **Are Couch Potatoes Really Just Vegetables?- Media Consumption and Physical Exercise of American Youth.** International Communication Association Conference, San Francisco, CA, USA. May 24-28, 2007.

Schusteritsch, R., Rao, S., and Rodden, K. (2005) **Mobile search with text messages: designing the user experience for Google SMS.** In CHI '05 Extended Abstracts on Human Factors in Computing Systems (Portland, OR, USA, April 02 - 07, 2005). CHI '05. ACM, New York, NY, 1777-1780.

*Under review or in writing:*

- Consumer psychology of web security, purchasing, and credibility: Predictors of the Security-Convenience Tradeoff in Online Shopping
- Revealing emotion detection in affective-based personalization
- Handling and responding to user frustration in personalized systems
- Transparency for gender-based personalization