

Ram Thangaraj

raminthestates@gmail.com | thangarajram.com

Research Interests: HCI, Digital Legacy, Aging, Identity, and Expression

EDUCATION

- Jan 2024 - Present **Ph.D., in Information Systems**
New Jersey Institute of Technology, USA
Advised by Dr. Alisha Pradhan
- Jan 2023 - Dec 2024 **Master of Science in User Experience Design**
Birmingham City University, UK
Advised by Dr. Sayan Sarcar
- July 2013 - May 2017 **Bachelor of Technology in Naval Architecture and Ocean Engineering**
Indian Institute of Technology Madras, India

PROFESSIONAL EXPERIENCE

- Aug 2017 - Jan 2022 **Management Consulting** (Supply Chain | Healthcare, Oil & Gas, Steel)
Associate Consultant → Senior Consultant
Ernst & Young LLP, India
- Applied human-centered and **ethnographic** research methods – **contextual inquiries and shadowing** – to identify inefficiencies in manpower and procurement workflows
 - Combined **data analysis** with **design-driven interventions** – including **interactive spend dashboards, cost-models**, patient documentation forms, and optimized pharmaceutical formularies – to improve process efficiency and drive multi-million dollar annual savings
 - Conducted large-scale **quantitative modelling** of India's COVID-19 data to inform policy recommendations; co-authored a national whitepaper influencing nationwide pandemic preparedness policies [\[link\]](#) [press coverage: [Article 1](#), [Article 2](#); media: [ET Now TV panel](#)]

PUBLICATIONS

Published

- 2025 **Ramprabu Thangaraj**, Jed R. Brubaker, Nathan Malkin, and Alisha Pradhan. 2025. "That's something that as a senior person you have to consider now": Unpacking Older Adults' Preferences for End-of-Life Data Planning. In Proceedings of the 2025 ACM Designing Interactive Systems Conference (DIS '25). Association for Computing Machinery, New York, NY, USA, 663–675 [\[View\]](#)

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- 2025 Alisha Pradhan, Ben Jelen, **Ramprabu Thangaraj**, Katie A. Siek, Shannon Jette, and Amanda Lazar. 2025. Understanding Older Adults' (Dis)Engagement with Design Materials. In Proceedings of the 2025 CHI Conference on Human Factors in Computing Systems (CHI '25). Association for Computing Machinery, New York, NY, USA, Article 271, 1–17 [\[View\]](#)
- 2025 **Ramprabu Thangaraj**, Jinan Hussain, Tongxin Li, Sayan Sarcar, and Alisha Pradhan. 2025. Digital Colourism? Understanding Emoji Skin Tone Preferences Among Indian-Origin Users. In Proceedings of the 38th International BCS Human-Computer Interaction Conference (BCS HCI '25) [\[View\]](#)
- 2026 **Ramprabu Thangaraj**, Jed R. Brubaker, Emma Dixon, and Alisha Pradhan. Crafting Remembrance Beyond the Self: Older Adults' Digital and Material Legacies. CHI 2026. **Best Paper Award.**

Under Review

- 2026 Boyeun Lee, Ella Tallyn, **Ramprabu Thangaraj**, Alexa Becker, Chris Elsdon, and Chris Speed. Value Creation, Displacement, and Destruction in Design: Bridging Value and Values in Human-Data Interaction. *Submitted to DRS 2026.*

SERVICE

- Fall 2025 Paper **Reviewer** for CHI Conference
- Summer 2025 Student **Volunteer** at DIS Conference
- Spring 2025 Paper **Reviewer** at Communications & Technology (C&T '25) Conference

SKILLS

- Research Methods Qualitative (Interviews, Co-Design Workshops, Contextual Inquiries, Shadowing), Quantitative (Surveys, Experiments, Usability Testing)
- Tools SPSS, Excel, Google Workspace, Figma, Qualtrics, Miro, Power BI, GitHub
- Programming Python; Web: HTML, CSS, JavaScript

CERTIFICATIONS

- Dec 2021 - May 2022 User Experience Design, Indian Institute of Technology Bombay (CE & QIP Programme)