

Professional Summary:

Thought leader, practitioner and educator in **Human Centered Systems Design**. Santosh is Director of Design at Rush University and leads transformative projects in Health Care – translation science, service design of care delivery, health equity strategy, innovation and transdisciplinary education. In translational science, he is applying systems thinking and design methods to bring efficacy to start up, recruitment and retention. In education, he is teaching **application of Design Methods** at Graduate College and Family Medicine Leadership Program students in Medical College. He is incorporating systems design education into Rush University curricula. Santosh is actively working on University Strategy, Patient centered care delivery, and other pilot design projects with Family Medicine, Behavioral Sciences, Nursing and MICU departments.

Santosh has diverse **15+ years of experience** at various corporations including **Motorola Research Labs, Motorola Mobility (a Google company), Arris Inc.** and as independent consultant for 2 years. He also has taught at **IIT Institute of Design** for the last 7 years as Lecturer and Adjunct Professor. As faculty at IIT Institute of design he has created and taught courses in Modes of Human Experiences, Human System Integration and Interaction Design Methods. Santosh in his past, has lead research and new technology design projects when he was **Principal Staff UX Researcher and Designer** at Motorola Labs. He has 14+ patents, numerous publications, nominations and wins of best paper awards at international conferences. Santosh's boutique design consultancy, **UX Yantra Inc.**, has served clients like Gogo Air, UChicago, Akta Inc. and Salesforce. He also chairs and organizes conferences and is active part of research community. Santosh is an accomplished public speaker and frequently gives **keynotes** and **invited talks** at international venues.

Education:

PhD: Design, IIT Institute of Design, Chicago, December 2020

MS: Human Factors Engineering, State University of New York at Buffalo, April 2004

BS: Mechanical Engineering, Karnatak University, India. September 1999

Relevant Work Experiences

Assistant Professor, Rush Medical College and Graduate College Feb 2021 – Present

Director of Design, Rush University President's Office July 2020 – Present

- Create and nurture a culture of Innovation at Rush through Provost and University President's office
- Develop university's strategy and transformative projects in Education, Research and Social Justice
- Lead and teach human centered systems design with projects in Health Equity, Primary Care, MICU, and Alzheimer's Disease
- Advocate University leadership, Deans, Vice Provosts and Department Chairs to infuse systems design thinking in creating solutions to issues, managing change and enabling growth

Director of Design – Business Processes, Office of Research Affairs, Rush Univ. Oct 2018 – July 3 2020

- Collaborate with departments at Rush and infuse creative thinking in generating solutions to issues faced through Design Studios and targeted design research – Biotech, Informatics, Process Design at Research Administration etc...
- Improve efficiency of clinical trials at Rush as part of Institute of Translational Medicine (ITM) by enabling recruitment and retention solutions for diverse participants in research studies
- Lead innovation efforts in Family Medicine Practice in designing and experimenting with new clinical models of primary care including integration of Design curriculum in Leadership program for M1 and M2 students as well as human centered systems design of clinical practice, annual wellness visits design etc...

Adjunct Faculty Institute of Design, IIT

Oct 2018 – Present

- Lead collaboration between ID and Rush Univ to develop joint experiential learning programs for students
- Design Educator: Modes of Human Experience, and Interaction design methods courses

Lecturer Institute of Design, IIT

Jul 2013 – Oct 2018

- Created and taught new course offerings at Institute of Design including Modes of Human Experiences, UX Design, and Human Systems Integration with emphasis on human centered system design approach
- Engaged with stakeholders developed experiential learning opportunities for students in projects: Design of Operating Room Theater, Design of Equitable Bike Sharing, and Future of Design Pedagogy
- Lead design aspects of NIH funded project – Clinical Translation Science Award for 5 yr Institute of Translational Medicine project on “Rethinking clinical trials and reengineering for better processes”

Principal Consultant and Founder UX Yantra Inc

Feb 2014 – Present

- **Design Consultancy** for Systems Thinking, User Experience Research and Innovations design
- **Clients served** – Gogo Air, Sales Force, Kimberley Clark, USentric, Shoppertrak, Northwestern University
- **Projects** – Design Studios for collaborative problem solving, Digital Transformation projects, Customer Experience Analysis and Redesign, Innovation Workshops, Field Research Studies, etc...

Chief Experience Architect Vizlore Inc

Dec 2013 – Oct 2018

- Create and pitch prototype concepts to clients or Vizlore
- Architect Smart Experiences using a proprietary IoT platform
- Projects included – Smart Billboards, Smart Kiosks/Public Display, Mobile Applications and Dashboards

Principal Staff UX Researcher – Motorola Mobility, a Google co. and Arris Inc.

Jun 2011 – June 2013

- Subject Matter Expert for rigorous Design research methodologies and user centered design
- Design Research leadership at Motorola – MEDIOS platform solution, Immersive Media Experiences, Healthcare and wellness research and opportunity identification
- 12+ patents and other IPR developed out of the research projects
- Design projects included SmartPhone/Tablet TV Experiences (pre-ipad), Social Media Experiences, Health and Wellness of Seniors and elderly, and Future of Personal Communications

Senior Staff HCI Researcher – Motorola Inc. and Motorola Mobility Inc.

Mar 2008 to Jun 2011

- Responsible for research and design of new use cases, prototype designs and user interaction solutions for new technologies - in domains mobile communications, enterprise solutions and health and wellness
- Conduct user research and deliver needs analysis, concept validations, usability evaluations and field trials
- User Experience design for mobile phones and tablets including GUIs, VUIs, and Touch/Gesture based UIs

Human Factors Engineer – Motorola Inc.

May 2004 to Mar 2008

- Usability studies and Insights for future of Bluetooth hands free devices while driving a car
- Voice Recognition System based User Experience Design for phones and in car devices
- Recommend design strategies and UI changes to enable quicker user adoption of new technology

Recent Research Grants and Sponsored Researches

NIH/CTSA Grant FP035829-M / 381810 ITM 2.0 at Univ. of Chicago

Sept 2017 to Jun 2021

Raj Shah, Keiichi Sato and **Santosh Basapur**, Re-Engineering Translational Research at the University of Chicago. Research compares Design Science Methods with Quality Science Methods to trouble issues with Clinical Trials. Overall goal is to speed up the clinical trials to have better timeline for drugs and technologies to reach patient bed side.

P30 AG101061 (Dr. Bennett)

2017 – 2020

National Institute on Aging
Rush Alzheimer's Disease Core Center

Role: Study staff – Patient Oriented Research Designer, Rush University Medical Center

The overall goal of the Rush Alzheimer's Disease Core Center (Rush ADCC) is to provide an infrastructure to support cutting edge research on MCI, AD, and other dementias by providing researchers with clinical data and biologic specimens from persons with and without cognitive impairment for independently funded projects.

CDRN-1306-04737 (Dr. Kho, Northwestern)

2019 – 2020

Patient Centered Outcomes Research Institute
Chicago Area Patient Centered Clinical Outcomes Research Network (CAPriCORN)

Role: Study staff, Systems and Process Designer, Rush University Medical Center

Execute design studios for the coalition of 10 health systems to model how health care institutions in complex urban settings can overcome barriers of competition, care fragmentation and limited resources to develop, test and implement strategies to improve care for diverse populations and reduce health disparities.

RUMC Department Funding (Dr. Greenberg)

2018 – 2020

Role: Co-Investigator

Understanding knowledge gap between family's situation awareness and doctor/nurse's understanding of family communication needs. Developing new interventions to keep families of critically ill MICU patients in the know and enabling participation in patient centered decision making.

Better Bike Share (NGO) Research Sponsorship

Jan 2016 to June 2016

Role: Principal Investigator

Building equitable and replicable Bike Share Systems. Deploy Human Systems Integration approach to design an equitable and replicable Bike Share System

Patents (select list):

- Providing Secondary Content to Accompany Primary Content Item. CS39840 Issued by USPTO 2017
- Media related Informational Processing System CS39139 Issued by USPTO 2016
- Method of user interaction for showing and interacting with friend status on timeline. US20150089372A1 Published 2015
- User Interaction Method To Summarize Social Media Comments Related To Primary Media Content, United States, Filed April 2012.
- Method and device for Augmenting User Input Information related to Media Content, United States, To be assigned, Filed 2012. Pending issuance.
- Unique Graphical user interface for a display screen, United States D636781, Issued April 26, 2011
- Method and Apparatus for Enhancing and Adding Context to a Video Call Image. United States 2009, 0244256A1, Filed October 1, 2009

Publications – Select list

- **Basapur S.,** Sato K., and Shah R., (2021) *Infra-structuring innovation and resiliency within Medical Science research, Clinical Trials in particular, with Human Centered Design and Total Quality Management methodologies.* The 28th ISTE International Conference on Transdisciplinary Engineering (TE2021) Univ. of Bath, England 5 - 9 July 2021
- Greenberg, J., **Basapur, S.,** Quinn, T., Bulger, J., Glover, C., Shah R., (2020) *Psychological Symptoms Among Surrogates of Critically Ill Patients During and Before the COVID-19 Pandemic.* CHEST: The American College of Chest Physicians. Publisher Elsevier. In Press
- **Basapur, S.,** and Sato, K. (2020). *"Meanings" based Human Centered Design of Systems.* In International Conference on Intelligent Human Systems Integration (pp. 573-579). Springer, Cham.

- Garfield, C. G., Lee Y.S., Christie R.A., Jackson K. L., and **Basapur S.** *NICU2HOME: An mHealth smartphone intervention to support parenting self-efficacy in the NICU from admission to discharge and 30 days at home.* In Pediatric Academic Societies (PAS) 2020 Meeting, May 2-5, 2020, in Philadelphia, PA.
- Bulger, J., Quinn, T., Glover, C., **Basapur, S.**, and Greenberg J. (2020) *Impact of Daily Written Summaries of Intensive Care Unit Rounds on Family Engagement: a Pilot Study.* In proceedings of the American Thoracic Society Conference (ATS 2020), Philadelphia, PA, May 2020
- Dec Isabel, Chan Evan, and **Basapur Santosh** (2018) *Sway – An Adaptive Travel Platform.* In Proceedings of British HCI Annual Conference 2018. July 2-6, 2018, Belfast, Ireland.
- MacTavish, T. and **Basapur, S.** (2015) Program Chairs and Editors of *Proceedings of the 10th International Conference on Persuasive Technology*, June 3-5, 2015, Chicago, IL, USA
- **Basapur, S.**, Mandalia, H., Chaysinh, S., Lee, Y.S., and Venkitaraman, N. (2012) *FANFEEDS: Evaluation of socially generated information feed on second screen as a TV show companion.* 10th Euro iTV, Berlin
- Bentley, F., and **Basapur, S.** 2012. *StoryPlace.Me: the path from studying elder communication to a public location-based video service.* Proceedings of the 2012 ACM CHI Extended Abstracts ACM, New York
- **Basapur, S.**, Harboe, G., Mandalia, H., Novak, A., Vuong, V., and Metcalf, C. 2011. *Field trial of a dual device user experience for iTV.* In Proceedings of the 9th EuroITV. ACM, New York, NY, USA, 127-136.
- Wheatley, D., and **Basapur, S.** 2011. *Concept evaluation and usability testing of a TV based video communications system,* Entertainment Computing, Volume 2, Issue 3, 2011, Pages 163-173
- **Basapur, S.**, Xu, S., Ahlenius, M., and Lee, Y., (2007). *User Expectations from Dictation on Mobile Devices.* Invited paper in Proceedings of Human-Computer Interaction International, 2007, Beijing, China
- Bisantz, A. M., and **Basapur, S.** (2004). *A Study of Operators' performance and trust in Aided, Adversarial Decision Making.* In Proceedings of HFES' 48th Annual Meeting, September 20-24th, 2004, New Orleans
- **Basapur, S.**, Bisantz, A. M., and Kesavadas T., (2003). *Effect of Display Modality on Decision Making in Uncertainty.* In Proceedings of HFES' 47th Annual Meeting, October 13-17th, 2003, Denver, Colorado

Invited Talks and Presentations – Select list

- **Basapur S.** (2020) *User eXperience Design during COVID.* Invited talk on UX Soup Podcast
- **Basapur S.** (2019) *Designing Undesired Services.* Invited talk at Service Design Week, Chicago, Oct 2019
- **Basapur S.** (2018) *Role of Usability in Systems Thinking.* Invited talk at University of Aveiro, Portugal
- **Basapur S.** (2016) *Design and Innovation of Systems with Smart Technologies.* Keynote speech at First Human Centered Design Conference Belgium. Leuven, Belgium, Nov 17th 2016.
- **Basapur S.** (2015) *User Experience Research and Design in Energy Sustainability.* Invited by Prof. Ryoichi Tamura, Industrial Design Program, Kyushu University, Fukuoka, Japan.
- **Basapur S.** (2014) *User Experience Design and Research Methods.* Invited talk at The Graduate School at Shenzhen, Tsinghua University's International Design Education, Suzhou City, Shenzhen, China.
- **Basapur S.** (2013) *Design Research Methods and Design Thinking.* AKTA Design Studio, Chicago
- **Basapur S.** (2009) *User Centered Design of TV Experiences.* Mindtree Ltd., Bangalore India

Professional Memberships and Community Participation:

- Steering Committee Member of ACM TVX (elected position) and General Chair of ACM TVX 2016
- Program Committee of Immersive Media Experiences 2014 ~ 2018
- Organizing Chair of Persuasive Technology 2015
- Member of Design Research Society, SIGCHI, and ex-member HFES

Recognition and Awards:

Best Short Paper at DIS 2012

Honorable Mention certificate for Full Research Paper at DIS 2012

Honorable Mention certificate for Case Study Paper at CHI 2012

Motorola BRAVO! Awards for outstanding performance (5 times) – 2005, 2006 (2) and 2007 (2)