

SWAPNAA JAYARAMAN

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HIGHLIGHTS

- End to end product owner of a media product with hundreds of millions of users
 - Co-founder and president of an education-based community empowerment organization
 - Research scientist with over 9 years of both fundamental and applied research experience
 - Instructor of record for human computer interaction and developmental neuroscience courses
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RELEVANT EXPERIENCE



Senior Program Manager, Office Media Group

Microsoft (Nov 2020 – Present)

The Office Media Group is focused on enabling media as an engaging and personal communication medium. We develop and integrate media-related technology into users' workflows to express themselves, communicate, get their jobs done.

I am the product owner of Videos and Photos in the Windows ecosystem. In this role, I:

- Shipped large-scale software including, the complete Windows Photos and Video Editor rejuvenation for Windows 11 and the brand-new Windows Photos viewer and light-weight video editor (Lightbox); led a multi-disciplinary product team with limited resources (tight timeline, small team, large scope) in these cross-org, Microsoft-wide efforts and delivered my products with time and resources to spare – cross team, execution, end to end
- Played a key role in Microsoft's acquisition and onboarding of Clipchamp, an Australian company that makes web-based video-editing software; my efforts accelerated time-to-market for video editing capabilities across Windows and M365
- Seamlessly transitioned users from Windows Video Editor to Lightbox and Clipchamp and significantly increasing our user base without adversely impacting existing users; currently deprecating the old Video Editor in close partnership with legal, and marketing
- Examples of my work have been showcased as exemplary Windows 11 experiences in multiple internal and external events including in the key note address by Satya Nadella at Ignite 2021
- Am a leader and champion for Culture at Microsoft Vancouver – independently established processes and avenues for new employee onboarding during a time of incredible growth; surveyed over 500 coworkers to democratize principles, actionable tactics, and guidelines for working during and after the pandemic



Co-founder and President

Pudiyador (Jan 2005 – Present)

Pudiyador is an education-based community empowerment organization that uses a cradle-to-college approach to transform impoverished urban communities in southern India. Our mission is to give every person the opportunity to overcome the negative forces of poverty.

I lead a fantastic team and work with outstanding partners to find sustainable ways to improve the wellbeing of all members of our communities while preserving their dignity. Some key achievements are:

- Assembled the board; hired, trained, and operationalized a 33-employee organization serving 8 communities
 - Built a multi-center community empowerment organization from a backyard program
 - Formed an umbrella organization with centralized operations
 - Set up a 501(c)3 organization in the US to broaden outreach and facilitate foreign contributions

- Restructured the organization to match growth and to work effectively with an offshore team
- Scaled operations from a founder-funded \$5k budget to a \$100k annual budget with a dedicated donor network that includes funding agencies, recurring individual donors and corporate donors
- Enabled the transformation of the lives of over 800 children and 1200 families by designing and establishing:
 - Educational and nutritional programs to support early childhood development: School Bridge (for 3–5-year-olds), Children’s Program (flagship program for 5–11-year-olds), Early Teens program (project-based learning for 12–15-year-olds)
 - Women's health and empowerment programs: Cradle health (for expectant/new mothers and their infants), women’s empowerment (skills training, confidence building)
 - Community development programs: Youth Advancement (computer education, resume building), adult workshops (de-addiction programs, awareness workshops), teacher training and hiring from within our communities for sustainable employment opportunities
- Intentionally cultivated a culture of empathy and trust within the team, and collaborative and respectful relationships with our communities and partner organizations
 - High employee satisfaction and minimal employee attrition rates over a 15-year period
 - Created meaningful and lasting bonds with community members by involving them in program design and inviting them to be an integral part of our feedback loop
 - Forged long-term relationships with donor and partner organizations



Research Scientist & Product Development, Databrary

New York University (Dec 2018 – Nov 2020)

Databrary is a secure web-based data library for researchers to store, manage, share, discover, and reuse research data with a focus on video. It is unique in allowing both uploading of research data as well as authorized investigator access to datasets containing personally identifying information.

My primary function was to improve the product and increase adoption of by the research community; aided by my connections in multiple research fields (HCI, AI, ML, neuroscience, psychology). My responsibilities included:

- Evaluating the current system and identifying areas of improvement and additional investment
- Prioritizing features and end-to-end management of the roadmap and release
- Defining the complete revamp of the product and creating additional features to:
 - Incentivize sharing while enhancing protections for primary investigators and authorship
 - Separate participant data from project metadata and provide nuanced sharing controls
 - Drag and drop controls with automatic parsing of participant data to create metadata
 - Richer search features with deeper indexing and visually descriptive search results
 - Improve existing collaboration tools by creating project/lab groups and tiered roles
- Surveying and interviewing existing users and conducting outreach to potential users



Research Scientist, Psychological and Brain Sciences

Indiana University (Apr 2013 – Dec 2018)

As a research scientist in the Cognitive Development Lab, my focus was on advancing current understanding of how early perception shapes cognitive development using cutting edge laboratory and natural experiment techniques. The input available to the visual system serves as a training dataset for the human brain to develop visual processes much like machine learning models.

In this role, I:

- Incrementally developed a strong research program by advancing ongoing research
- Collaborated with researchers from neuroscience, machine learning, and computer vision
- Published over 15 peer-reviewed articles in high impact journals
- Supervised graduate and undergraduate student research

ADDITIONAL EXPERIENCE



Postdoctoral Fellow

Psychological and Brain Sciences, Indiana University

2011 – 2013



Instructor of Record

Psychological and Brain Sciences, Indiana University

2011 – 2017



Graduate Instructor

Industrial and Operations Engineering, Univ. of Michigan

2009 – 2010



Graduate Research Assistant

Industrial and Operations Engineering, Univ. of Michigan

2005 – 2010

EDUCATION



Ph.D., Industrial and Operations Engineering (Cognitive Ergonomics)

2011

University of Michigan, Ann Arbor, MI

Dissertation: Supporting Monitoring and Interruption Management In Complex Domains Through Graded Multimodal Notifications



M.S., Industrial and Operations Engineering (Cognitive Ergonomics)

2006

University of Michigan, Ann Arbor, MI



M.S., Information (Human-Computer Interaction)

2006

University of Michigan, Ann Arbor, MI



P.G.D., Computer Science

2003

University of Madras, Chennai, India



B.A., Economics

2002

University of Madras, Chennai, India

References available on request.