

# Ketaki Shriram

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## Education:

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Ph.D., (Communication), **Stanford University**, expected Class of 2017  
Advisor: Jeremy Bailenson, Lab: [Virtual Human Interaction Lab](#)

M.A., (Communication), **Stanford University**, Class of 2013  
Thesis: [Measuring Political Polarization in Virtual Reality](#)  
Advisors: [Professor Jeremy Bailenson](#), [Professor Shanto Iyengar](#)

B.A., (Communication), **Stanford University**, Class of 2013  
Advisor: [Professor Clifford Nass](#)

## Academic Research & Industry Experience

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### Summer 2015 and 2016: [Oculus VR](#)

**User Experience Researcher (2016)** Menlo Park, CA  

- Project 1: Designed and executed 3 studies to inform construction of social VR experiences. Work published in IEEE VR 2017 proceedings. Held company wide presentation of my project results.
- Project 2: Mentored students in TechStart's VR Camp; coordinated guest speakers & special events.

**User Experience Researcher (2015)** Menlo Park, CA  

- Project 1: Designed and executed 3 studies utilizing biometrics to inform immersive content creation.
- Project 2: Developed content creation best practices to enable cross-functional story production.
- Project 3: Created detailed tutorials on specialized data analysis techniques for team members.
- Presented project results to key stakeholders on User Research & Story Studio teams.

### April 2011 — Present: [Stanford Department of Communication](#)

**Virtual Reality Lab Researcher** Stanford, CA  

- Design virtual reality experiments and analyze data.
- Manage undergraduate research assistants and programmers in world development and study execution.
- Topics: marine conservation, presence & immersion, and distance estimation/social influence in VR.

### June 2013 — August 2013: [Google \[X\]](#)

**User Experience Researcher** Mountain View, CA  

- Project 1: Created and analyzed 4 surveys on Glass usage patterns and product reception.
- Project 2: Conducted lit reviews and product analysis on a new Glass feature.
- Project 3: Conducted lit review for potential markets for Project Loon.

### May 2012 — September 2012: [Urban Engines](#)

**Marketing Intern** San Jose, CA  

- Analyzed beta tester feedback. Developed 6-month marketing and release plan for augmented reality app, Eyeris, meant to regulate traffic flow through real-time augmented reality traffic pattern maps for the user.

## Entertainment Industry: Content Creation & Production

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### June 2012 — December 2014: [True Son: A Documentary Film](#)

**Co-Producer, feature length documentary** San Francisco, CA  

- Managed team of 50+ and all aspects of the production. Coordinated shoots, editing, and film marketing.
- Premiered at the Tribeca Film Festival in April 2014. Sold to Fusion/Univision in 6-figure deal Oct 2014.
- Developed and executed [web series](#) on college counseling and youth in politics.

### March 2012 — June 2012: [Role Play: Documentary Film](#)

**Assistant Editor: Documentary Short** Stanford, CA  

- Helped edit a Stanford MFA's thesis film about racial stereotypes in Hollywood.

## **April 2011 — July 2012: Top Spin: Documentary Film**

### **Production Assistant: Feature Documentary**

Stanford, CA

- Assisted Stanford film MFAs on their film about ping-pong prodigies at the Olympics.

## **September 2008 : Young Adult Novel, *Sorceress of the Himalayas***

New York City, NY

### **Book Author**

- Created LLC, wrote, self-published, marketed novel at 16. Booked 5 TV shows: NYC, CA and Miami.

## **Academic Publications & Conference Presentations:**

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**Shriram, K., Cummings, J.J., Oh, S.Y., Laha, B., & Bailenson, J.N.** (2016). The Influence of Immersive System Features and Potential Interactions on User Presence. *Extended abstract presented at the 66th Annual International Communication Association Conference (Communication & Technology Division), Fukuoka, Japan.*

Oh, S. Y., **Shriram, K.**, Laha, B., Baughman, S., Ogle, E., Bailenson, J. (in press). Immersion at Scale: Researcher's Guide to Ecologically Valid Mobile Experiments. *Proceedings of IEEE Virtual Reality (VR).*

## **Awards:**

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### **Brown Institute Magic Grant May 2016**

Funded by the Brown Institute to produce a virtual reality experience on implicit racial bias. In collaboration with Columbia's School of Social Work.

### **United Nations Film Festival, Best Documentary Feature Film October 2014**

"TRUE SON" Officially Selected and Screened in competition (Q&A post film). Won Best Documentary Feature.

### **Tribeca Film Festival TRUE SON Tribeca Film Festival Screening April 2014**

"TRUE SON" Officially Selected and Premiered at this film festival (Q&A post film).

### **Stanford Department of Communication Graduate Fellowship September 2013—March 2014**

Funded by the department for graduate-level research.

## **Invited Talks & Lectures:**

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### **COMM 166, Virtual People February 2015**

Stanford, CA

Stanford course. Guest lecture on presence, or the sense of being there, in virtual reality.

### **Fusion/Univision RISE UP Conference November 2014**

Washington, DC

Panelist for an event on youth activism in the age of new media.

### **Google Talks: Filmmakers at Google June 2014**

Mountain View, CA

[Filmmakers at Google](#) screening and Q&A of debut documentary film.

## **Selected Press:**

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### ***The Hollywood Reporter: True Son Review October 2014***

Los Angeles, CA

[Review](#) of debut documentary film: "Heartening portrait of a grassroots political campaign"

### ***Los Angeles Times: True Son Review October 2014***

Los Angeles, CA

[Review](#) of debut documentary film: "Power of Youthful Conviction in Politics"

### ***New York Times: True Son Review October 2014***

New York City, NY

[Review](#) of debut documentary film: "Naturally inspirational"

**Technical Skills:** R, SPSS, InDesign, Photoshop, Illustrator, CeltX