Invitation

World Usability Day 2018

"UX at Uber: Building
Products for the World:
With Scale and
Sensibility"

Wednesday
28 November 2018
19:00-21:00

Amphitheater 1
Tassos Papadopoulos Building
Cyprus University of Technology
Themidos and Ifigenias Corner, Limassol

Cyprus
University of
Technology

NOTRE
network for social
computing research

Social Computing
Research Center

The Social Computing Research Centre (https://www.socialcomputing.eu/) of the Cyprus University of Technology and the Network for Social Computing Research - NOTRE celebrate the World Usability Day 2018.

Program

19:00 - 19:10	Opening
	Sotirios Chatzis, Acting Director of Social Computing Reasearch Centre, Cyprus University of Technology
19:10 - 19:20	Prof. Panayiotis Zaphiris, Coordinator of NOTRE Project, Cyprus University of Technology
19:20 - 20:00	**Keynote Presentation:** "UX at Uber: Building Products for the World: With Scale and Sensibility" Saswati Saha Mitra, Uber's Global UX Research
20:00 - 20:30	Discussion
20:30	Reception

RSVP: *https://goo.gl/gxevFH*
Participation is free of charge.

Keynote speaker short bio
Saswati Saha Mitra leads Uber's Global UX Research team. Spread across 5 continents, her team keeps Uber accountable to its global user base. In her day to day life, she delivers high quality strategic insights to Uber's Product and Business Leaders, along with building scalable processes that allow anyone in the company to become a user expert. Some of the work her team is proud to own include booking trips for friends and family, adding cash payments and hailing an Uber on the go. Saswati's passion for international product development results from conducting research in 25+ countries for some of the world's most innovative companies - Google, Vodafone, Intel, Nokia, Whirlpool and The Bill and Melinda Gates Foundation. Prior to Uber, Saswati worked at Google building Google Search's Next Billion User roadmap. Her work on poor internet connectivity, users moving away from text-based search to voice and video, and the need for more interest-based daily information, continue to drive the evolution of search today. In her free time, Saswati mentors children of immigrant background, helping them integrate in society on behalf of Family Action. She can also be found conducting UX for Startups courses at Campus London or writing about her experiences on Medium.