

# Venkata Srikanth Varma Datla

## ABOUT ME

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Ph.D. Student at Computer Science Department, University of Rome "La Sapienza" | HCI Researcher | UI / UX Designer & Researcher |

| Master's Graduate in Computer Science from the Sapienza University of Rome & my Master's thesis was on the topic - Smart-Parking solutions for Intelligent Transport Systems. | The key areas of my research are Smart Parking & XR Design and Research. | Enthusiastic and Passionate about design, evaluation, and implementation of interactive computing systems. |

## WORK EXPERIENCE

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### Research Assistant

**Sapienza University of Rome** [ 01/05/2021 – 30/09/2022 ]

City: Rome | Country: Italy

Research work is primarily conducted on Smart Parking and its related technologies, conducting extensive Literature Research on Smart Parking Systems and developing new Smart Parking Applications contributing to the research work.

Another area of Research Work is conducted on "SeismoCloud" which is a warning system for earthquakes (Earthquake Early Warning – EEW) based on a low-cost seismometers' network. SeismoCloud is made by smartphones and IoT sensors and is a community network about the tracking of seismism whose goal is an Early Warning, i.e. an immediate alert to the citizens of an earthquake area.

I am also involved in the Planning, Design, and Testing of the "**Scatti.Premialita**" website, which is a services web platform for the Sapienza University benefit. I was responsible for the client-side functionality using Javascript in this project.

### Social Media Manager

**Enjoy Rome** [ 01/2020 – 09/2020 ]

City: Rome | Country: Italy

As a Database Manager, I was responsible for maintaining the company's custom CRM, which is used in Tourism related sales settings, data entry, monitoring, and maintaining customer details as well as planning, implementing, managing, and monitoring the company's CRM Database.

As a Social Media Manager, my job role was to plan, implement, manage, and monitor the company's Social Media strategy to increase brand awareness, improve marketing efforts and increase sales.

### Network Operations Center Technician

**iKO Media Group** [ 12/2017 – 03/2018 ]

City: Rome | Country: Italy

Managing, Maintaining, and Handling the datacenter and the networking devices as well as Initiating and Resolving Incident Management tickets for Hardware and Software malfunctions were the main tasks of my job.

## Research Intern

*PMWorldLibrary.net* [ 04/2017 – 07/2018 ]

City: Rome | Country: Italy

PM World is a virtual organization reflecting the 21st-century reality of a connected world where individuals and organizations worldwide can collaborate to create, share, and apply new knowledge.

During the Internship, the main objective was to implement and operate multiple research studies in areas like Human-Computer Interaction & Information Systems. Throughout the internship, I was searching for appropriate Research Papers in the above mentioned fields and writing reviews for these papers so that they can be added into the digital library.

## Junior Web Developer

*SAPID Inc* [ 03/2014 – 04/2016 ]

City: Visakhapatnam | Country: India

Working as a Junior Web Developer and developing the UI layout and front-end programming for web applications. Developing website mock-ups for clients to ensure quality control and client satisfaction before the project.

## Professional Tennis Player

*All India Tennis Association* [ 2006 – 2013 ]

Country: India

## EDUCATION AND TRAINING

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### Doctor of Philosophy - Ph.D. in Computer Science

*Sapienza Università di Roma* [ 10/2022 – Current ]

City: Rome | Country: Italy

### Master's in Computer Science

*Sapienza University of Rome* [ 25/09/2016 – 18/01/2021 ]

Website: <https://www.uniroma1.it/it/>

Based on the projection of population growth, the ever-growing demand of transportation and its related services is a research area that needs attention. My Master's thesis was on the topic, Smart-Parking solutions for Intelligent Transport Systems. In the thesis, we analyze the existing academic research published between the years 2018 and 2019 on the topic "Smart Parking", categorize the findings and give our perspective on the topic which could be helpful for future research.

We talk about three categories in this literature review, which are the existing smart parking research is divided into. They are Information Collection, System Deployment and Service Dissemination. All the academic papers that we found are divided into these categories and underlying sub-categories with our analysis as a conclusion for each category. This study on Smart Parking can give developers and researchers an idea of current innovations and research technologies.

### Bachelor's Degree in Computer Science

*Andhra University* [ 2009 – 2013 ]

Address: 530003 Visakhapatnam (India) | Website: <https://www.andhrauniversity.edu.in/>

The Bachelor's in Computer Science course covers every facet of the IT and software industries. The syllabus delves into every aspect of computers to improve the critical thinking skills of each student. As Undergraduate

Student, we were taught Computer Programming, Programming Concepts and Mathematical Foundations of Computer Science. Some other key Technologies taught were -

Working with Data Structures, Operating Systems, Embedded Systems, Data Mining, Computer Networking, Database Management Systems & RDBMS.

## DIGITAL SKILLS

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Front-end Developer / UI / UX Designer / HCI / Web Designer / Interaction Design / UX Research / XR Design / XR Research / Mobile Application Design

## CONFERENCES AND SEMINARS

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[ 03/06/2024 – 07/06/2024 ] Arezano (Genoa), Italy

**AVI 2024: 17th International Conference on Advanced Visual Interfaces** Alba Bisante, Venkata Srikanth Varma Datla, Emanuele Panizzi, Gabriella Trasciatti, and Stefano Zeppieri. 2024. Enhancing Interface Design with AI: An Exploratory Study on a ChatGPT-4-Based Tool for Cognitive Walkthrough Inspired Evaluations. In International Conference on Advanced Visual Interfaces 2024 (AVI 2024), June 3–7, 2024, Arezano, Genoa, Italy. ACM, New York, NY, USA, 5 pages. <https://doi.org/10.1145/3656650.3656676>

[ 06/06/2022 – 10/06/2022 ] Frascati, Rome Italy

**AVI 2022: Proceedings of the 2022 International Conference on Advanced Visual Interfaces** Alba Bisante, Venkata Srikanth Varma Datla, Stefano Zeppieri, and Emanuele Panizzi. 2022. Implicit Interaction Approach for Car-related Tasks On Smartphone Applications - A Demo. In Proceedings of the 2022 International Conference on Advanced Visual Interfaces (AVI 2022). Association for Computing Machinery, New York, NY, USA, Article 78, 1–3. <https://doi.org/10.1145/3531073.3534465>

Link: <https://dl.acm.org/doi/proceedings/10.1145/3531073>