

Diva Smriti

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EDUCATION

Ph.D. in Information Science Drexel University, Philadelphia, PA	2019 - June 2024 (expected) GPA: 3.96/4.00
M.S. in Human-Computer Interaction (HCI) University of Maryland, College Park, MD	2017 - 2019 GPA: 4.00/4.00
B.Des in Design Indian Institute of Technology Guwahati, India	2011 - 2015 GPA: 7.73/10.00

EMPLOYMENT

Vanguard, Philadelphia, PA <i>Ph.D. User Experience (UX) Research Intern</i>	Sep 2023 - Mar 2024
<ul style="list-style-type: none">• End-to-end execution of a mixed-methods discovery study to identify underserved clients' financial motivations, needs, and challenges.<ul style="list-style-type: none">◦ Scoped out research questions through secondary research and informational interviews.◦ Collaborated cross-functionally with Design, Data Analytics, and Research teams to launch a survey on Qualtrics, amassing 200 responses.◦ Moderated 8 in-depth interviews to gain deeper insights into client perspectives.◦ Presented strategic recommendations to stakeholders, driving buy-in across 3 product areas.• Evaluated and compared product designs on UserTesting for comprehension and learning.<ul style="list-style-type: none">◦ Conducted 20 unmoderated usability tests in an agile environment under the mentorship of a UX researcher.◦ Managed conflicting stakeholder expectations, primed to present recommendations for increased product adoption and improved user experience.	
Amazon, Seattle, WA <i>User Experience (UX) Research Intern</i>	Jun 2022 - Sep 2022
<ul style="list-style-type: none">• Led a Diversity, Equity, and Inclusion study with 16 users through contextual inquiry.<ul style="list-style-type: none">◦ Determined the best research solution to the problem presented through cross-functional collaboration with Research, Design, DEI, Legal, and PR teams.◦ Presented findings from the qualitative evaluation to influence product strategy.	
Drexel University, Philadelphia, PA <i>Graduate Research Assistant</i>	Sep 2019 - Present
<ul style="list-style-type: none">• Designed AI framework for subjective caregiving work, collaborating with designers and researchers.<ul style="list-style-type: none">◦ End-to-end experience with all aspects of research (study design, recruiting, moderation, analysis, reporting).◦ Conducted 44 user tests of a voice-based agent with parents, gathering perceptions on an AI prototype's utility in offloading caregiving work.◦ Moderated 12 in-depth interviews with caregivers of people with dementia to explore user perceptions on the potential use of AI for subjective work.◦ Contributed to academia by publishing 4 full papers, 4 posters, and 5 workshop papers at top-tier HCI venues.◦ Mentored 2 undergraduate and 3 graduate students, fostering their growth in user-centered research.	
University of Maryland, College Park, MD <i>Graduate Research Assistant</i>	Oct 2017 - May 2019
<ul style="list-style-type: none">• Facilitated 30 sessions with 12 children to co-design technologies that support children's learning.<ul style="list-style-type: none">◦ Conducted each co-design session with a different stakeholder, setting and meeting expectations.◦ Adapted approaches based on varied stakeholder needs, optimizing collaborative outcomes.	
Spoonshot, Bangalore, India <i>User Experience Designer (UXD)</i>	May 2016 - Sep 2016
<ul style="list-style-type: none">• Led initial user tests of a mobile-based application for matching restaurants to users' food preferences.<ul style="list-style-type: none">◦ Redesigned the app based on recommendations and launched a beta version for benchmarking.	

SKILLS

Research: Qualitative User Research, Interview, Usability test, Survey, Contextual Inquiry, Co-Design, Participatory Research, Thematic Analysis, Descriptive Statistics.
Design: User-centered Design, User Journeys, Empathy Mapping, Rapid Prototyping.
Software: NVivo, Qualtrics, MIRO, SPSS, UserTesting, Figma, Adobe Creative Suite, MS Office.