# Diva Smriti

**UX Designer & Researcher** 

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#### Education

University of Maryland, College Park: *Master of Science in Human Computer Interaction (HCI) Graduating May 2019* 

Indian Institute of Technology Guwahati, India: *Bachelor of Design May 2015* 

## Design + Research Skills

Interviews
Qualitative Coding
Contextual Inquiry
Ethnographic Field Study
Empathy Mapping
Persona Creation
Information Architecture

**Card Sorting** 

**Wireframing**Rapid Prototyping

A/B testing

Usability Testing Heuristic Evaluation

**Data Visualisation** 

Design Thinking Participatory Design

#### Softwares

**Adobe Illustrator** Adobe Photoshop Adobe Indesign

Adobe Premiere Pro Balsamiq

Invision Sketch

Microsoft Office

# Coding

HTML CSS
JavaScript jQuery
Python C/C++

#### Interests









#### Work Experience

### Graduate Assistant: HCIL, University of Maryland College Park

Sep 2017 - Present

Research on the ways children affect and develop design for technologies, as part of the renowned *Kidsteam* of the Human Computer Interaction Lab (HCIL).

### UX Designer: dishq, Bangalore, India

May 2016 - Sep 2016

UX Design lead for developing the whole platform from scratch for a food personalisation and recommendation algorithm-based application.

# UX Designer : Abzooba India Infotech Pvt. Ltd., Kolkata, India

Jul 2015 - Apr 2016

Design lead for delivering various projects in the field of predictive analytics in the form of wireframes, high fidelity prototypes and data visualisation charts.

### UX Research Intern: Amazon India, Bangalore, India

May 2014 - Jul 2014

With focus being on local sellers, conducted an extensive user study and suggested corresponding designs for the Junglee.com application following Amazon's User Centered Design methodology.

### **Publications & Projects**

# Co-designing with Children to Address "Stranger Danger" on Musical.ly

SOUPS, August 2018 [BEST POSTER AWARD]

Co-authors: Karla Badillo-Urquiola (UCF), Brenna McNally (UMD), Dr. Elizabeth Bonsignore (UMD), Dr. Pamela J. Wisniewski (UCF)

Using Cooperative Inquiry Method of Participatory Design, children from a variety of socio-economic backgrounds and educational contexts (public, private or home-schools) along with adults ranging from undergraduate and graduate students to faculty and staff discuss the meaning of stranger danger in online context and design solutions for children to mitigate the problems of online solicitation and cyberbullying.

# The 'Human Factors and Characteristics' in Production and Logistics w.r.t. women entrepreneurs in Meghalaya, India

Aug 2014 - Apr 2015

Supervisor: Prof. (Dr.) Ravi Mokashi Punekar, Department of Design, IIT Guwahati, India

With the focus on women entrepreneurs in India, the aim was to study the traits which make/do not make them good entrepreneurs; and to suggest traits which will enhance their business skills and help them to make better decisions.