# Diva Smriti

Languages : English & Hindi

divasmriti@gmail.com
+1 (240) 467 - 1077
divasmriti.github.io

—— UX Designer & Researcher ——

## Education

**University of Maryland, College Park:** *Master of Science in Human Computer Interaction*
*Aug 2017 - Present (Graduating 2019)*

**Indian Institute of Technology Guwahati, India:** *Bachelor of Design*
*Jul 2011 - May 2015*

## Design + Research Skills

**Brainstorming**
**Interviews**
**Qualitative Coding**
**Contextual Inquiry**
Ethnographic Field Study
**Empathy Mapping**
**Persona Creation and Journey Mapping**
**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

Poetry
Social Volunteer
Blogging
Photography

## 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.

### 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

Paper Title: Stranger Danger: Co-designing Mobile Features to Help Children Navigate Online Risks
*IDC Jan 2018*
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 under-graduate 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.

Project Name: 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.