Diva Smriti

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I am a UX Researcher passionate about advocating for user needs with over 6 years of experience conducting qualitative and mixed-methods user research. I thrive in collaborative and cross-functional environments and am proficient in leading end-to-end UX research projects. My experiences so far have helped me cultivate empathy for users during all stages of the research process. I am also a Diversity, Equity, and Inclusion (DEI) advocate.

EMPLOYMENT

EdPlus at ASU, Scottsdale, AZ | *User Experience Researcher (UXR)* Aug 2024 - Present
- **Leading qualitative user research efforts to increase user conversion and acceptance of EdTech tools.**
  - Led mostly qualitative (focus groups, interviews, and user tests) and some quantitative (Google Analytics, CSAT) user research to increase user conversion of admissions portal by **7**%.
  - Conducted iterative user tests of an AI-based learning tool for acceptance and ease of use among students.

Vanguard, Philadelphia, PA | *User Experience Research (UXR) Intern* Sep 2023 - Mar 2024
- **Led an end-to-end mixed-methods discovery study to reduce attrition of 45% managed client assets.**
  - Informed UX design and product roadmaps through a Qualtrics survey and **8** in-depth client interviews.
  - Scoped out research questions through secondary research, **12** stakeholder interviews, and **1** focus group.
  - Collaborated cross-functionally with Design, Data Analytics, Product, and Research teams.
- **Evaluated and compared product designs on UserTesting to improve comprehension and learning.**
  - Conducted **12** unmoderated remote usability tests on UserTesting in an agile environment.
  - Managed conflicting stakeholder expectations to gain stakeholder buy-in and alignment on the research plan.

Amazon, Seattle, WA | *User Experience Research (UXR) Intern* June 2022 - Sep 2022
- **Led a Diversity, Equity, and Inclusion qualitative study for inclusion and product adoption.**
  - Determined the best research method and conducted a contextual inquiry study with **16** underserved prospects.
  - Collaborated cross-functionally with Research, Design, DEI, Legal, and PR teams.
  - Presented findings and recommendations to drive strategy for product adoption among underserved prospects.

Drexel University, Philadelphia, PA | *HCI Doctoral Researcher* Sep 2019 - Aug 2024
- **Designed AI framework for subjective caregiving work, collaborating with designers and researchers.**
  - End-to-end experience with all aspects of user research (study design, recruiting, moderation, analysis, reporting).
  - Conducted **44** user tests of a conversational AI prototype to gather perceptions around offloading caregiving work.
  - Moderated **12** in-depth interviews to understand the potential use of AI for subjective caregiving work.
  - Conducted heuristic evaluation of **48** commercially available voice-based mobile applications for dementia use.
  - Contributed to academia by publishing **10** 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 | *HCI Researcher* Oct 2017 - May 2019
- **Facilitated 30 sessions with 12 children to co-design technologies that support children's learning.**
  - Managed a community of children who served as equal partners in the design research process.
  - Conducted each co-design session with a different stakeholder, setting and meeting expectations.
  - Adapted approaches based on varied stakeholder needs, optimizing collaborative outcomes.

EDUCATION

Ph.D. in Information Science (Human-Computer Interaction focus) 2019 - 2024
Drexel University, Philadelphia, PA

M.S. in Human-Computer Interaction (HCI) 2017 - 2019
University of Maryland, College Park, MD

B.Des in Design 2011 - 2015
Indian Institute of Technology Guwahati, India

SKILLS

Research: UX Research, Qualitative Research, Mixed-Methods Research, Interview, Usability Test, Survey, Contextual Inquiry, Participatory Design, Heuristic Evaluation, Competitive Analysis, Secondary Research, Qualitative Data Analysis, Thematic Analysis, Descriptive Statistics, Google Analytics.
Design: User-centered Design, User Journeys, Empathy Map, Affinity Map, Rapid Prototyping.
Software: NVivo, Qualtrics, MIRO, Mural, GA4, UserTesting, Figma, Adobe Creative Suite, MS Office, JIRA.
Interpersonal: Stakeholder Management, Teamwork, Cross-functional Collaboration, Mentorship, Adaptability.