## Diva Smriti

Gender: Female; DOB: 19th April 1993; Languages: English & Hindi

- 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
Content Strategy
Information Architecture
Card Sorting
Wireframing
Rapid Prototyping
A/B testing
Usability Testing
Heuristic Evaluation

#### Softwares

Data Visualisation

Participatory Design

**Design Thinking** 

Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro
Balsamiq
Invision
Sketch
Microsoft Office
Tableau

### Languages

HTML & CSS JavaScript C/C++

#### Interests









### Work Experience

Graduate Student Employee, University of Maryland College Park

Oct 2017 - Present

With focus on *Prof Mega Subramaniam's* Youth Experience project, working towards building a project proposal for YALSA and ALA.

## 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 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.

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.