

Diva Smriti

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I am a UX Researcher with over 6 years of experience conducting qualitative and mixed-methods user research (both in-person and remote). I thrive in collaborative and cross-functional environments, and quickly adapt to changing needs. I am proficient in leading end-to-end UX research projects, including strategic and tactical research. My experiences so far have helped me advocate for users during all stages of product development.

EMPLOYMENT

EdPlus at ASU, Scottsdale, AZ | *User Experience Researcher (UXR)* Aug 2024 - Present

- **Lead qualitative and mixed-methods user research efforts to increase conversion by 10% and satisfaction by 60% with EdTech tools.**
 - Lead mostly qualitative (focus groups, interviews, and user tests) and quantitative (surveys, behavioral analysis) user research to iteratively improve AI-based EdTech technologies.
 - Developed scalable test plans and UXR processes to improve stakeholder alignment and participant recruitment.

Vanguard, Philadelphia, PA | *User Experience Researcher (UXR)* 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 in-depth client interviews.
 - Scoped out research questions through secondary research, stakeholder interviews, and advisor 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 qualitative field study to increase product adoption among 25% of users.**
 - Determined the best research method and conducted a contextual inquiry study with 16 underserved prospects.
 - Collaborated cross-functionally with Research, Design, 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

- **Led strategic research for an AI framework for subjective caregiving work**
 - 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 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, Behavioral Analysis, 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.