

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 (both in-person and remote). I thrive in collaborative and cross-functional environments, and quickly adapt to changing needs. I am also proficient in leading end-to-end UX research projects. 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 5% with EdTech tools.**
 - Lead mostly qualitative (focus groups, interviews, and user tests) and some quantitative (surveys, Google Analytics) user research to increase user conversion of admissions portal by **10%**.
 - Conduct 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 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

- **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.