

DIVYE BOKDIA

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Education

University of Michigan, School of Information, Ann Arbor, Michigan (Completed- Dec, 2010)
Master of Science in Information with specialization in HCI and Social Computing (SC) [4.84/4.0]

Indian Institute of Technology Guwahati, Department of Design, Assam, India (Completed- May, 2008)
Bachelor of Design with specialization in Usability and HCI [8.69/10]

Work Experience

MicroStrategy Inc., Vienna (VA), USA (Feb 2011 – present)
UI Designer

Tipping Point Partners, LLC, New York (NY), USA (Sep 2010 – Dec 2010)
Usability Auditor and UX Engineer

DOCOMO Communication Labs, Palo Alto (CA), USA (May 2010 – Aug 2010)
User Research Engineer (Intern)

The Franchise Lighthouse, Ann Arbor (MI), USA (Jan 2010 – Apr 2010)
User Experience Consultant

Ann Arbor Center for Independent Living, Ann Arbor (MI), USA (Jan 2010 – Apr 2010)
Usability and Web Accessibility Resource

Fair Isaac India (FICO), Bangalore, India (Jun 2008 – Jul 2009)
User Experience Engineer

User Experience Management GmbH, Düsseldorf, Germany (May 2007 – Jul 2007)
Usability Consultant (Intern)

Graphics Communication Concepts, Mumbai, India (May 2006 – Jul 2006)
Communication Designer (Intern)

Jayna Packaging Pvt. Ltd, Mumbai, India (May 2005 – Jul 2005)
Product Designer (Intern)

Projects

- **Peregrine: Social walking through interest matching** (Sep, 09-Dec, 09)
Keywords: Walking, Social Networking, Mobile, Interest matching, iPhone application.
- **Study of mobile phones as a future strategic advertising medium in India** (Aug, 07-Apr, 08)
Keywords: M-advertising, Heuristics, Design Management, Market analysis.
- **Older adults' user experiences with mobile phones** (Aug-Nov, 2007)
Keywords: Usability, Mobile GUI, Heuristics, User Experience.

(For other projects and more details, visit divyebokdia.com)

Skills and Knowledge

Softwares	Adobe Illustrator, Photoshop, Dreamweaver, Indesign, Macromedia Flash, Corel Draw, Fireworks, 3Ds Max, Solid Works, Ms Office, MATLAB, Visio, Content Management System (Drupal and Wordpress)
Operating Systems	Windows, Macintosh, Linux
Languages	C, C++, HTML, CSS, Python on Google App Engine, PHP, MySQL

Design Skills

UI Design	Persona, Scenario making, Use Case Development, Task flow, Paper Prototyping, Brainstorming, Focus Group, Story boarding, Sketching.
Evaluation Methods	Think-Aloud Protocols, Contextual Inquiry, Cognitive Walkthrough, GOMS Modeling, Heuristic Evaluation, Survey Design, Affinity Diagram, Eye Movement Recorder, Task Analysis, Reaction Time measurement.