

# DIVYE BOKDIA

8119 Heatherton Ln  
Apartment # 104  
Vienna, VA 22180

Mobile: (734) 389 5369  
[www.divyebokdia.com](http://www.divyebokdia.com)  
[divyiejain@gmail.com](mailto:divyiejain@gmail.com)

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**Area of Interest** : User Experience Design, System Design, Mobile UI and Interaction,  
Cross-Cultural Adaptation, Usability Evaluation, Interaction Design

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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]*

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## Work Experience

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

- Turn requirements into user flows, wireframes and visual mockups to explore new user interface designs.
- Rapidly prototype and develop user interface features for Business Intelligence platform
- Build the next generation of interactive data applications for mobile devices such as the iPhone/iPad

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

- Plan and conduct User Research, Contextual Enquiry, User testing and Usability Testing
- Analyze and report back the test results to the Developers and the Design team
- Major role player in the Agile software development process

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

- Developed information architecture, interaction pattern, and optimized the UI for the android based application
- Planned, conducted and analyzed Usability testing using hi-fi prototype
- Developed and constructed use case scenarios, task flows, wireframes, prototypes and mockups

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

- Designed and developed high-fidelity interactive prototypes using HTML, CSS, JavaScript
- Compiled, analyzed and reported usability findings, including design recommendations
- Managed web content using CMS (Wordpress and Drupal)

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

- Designed, developed and incorporated accessible website with AAA conformance
- Evaluated and conducted tests to assess usability and disability features
- Provided presentations and training sessions on accessible Web design and development

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

- Worked on Information Architecture, Task flow and Usability Analysis of the existing products
- Developed a standard design pattern & heuristics library for the quick reference of developers & designers
- Led efforts in the redesign of a FIC enterprise application suite, a project to unite all major legacy products

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

- Collaborated on the concepts of Web Accessibility, Validation, Usability and Visual Architecture
- Implementation, which involved user testing, prototyping, Data Management, Brand-analysis
- Project achieved [AAA](#) conformation from W3C.

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

**Jayna Packaging Pvt. Ltd.**, Mumbai, India (May 2005 – Jul 2005)

## Projects

- Peregrine: Social walking through interest matching**  
 Instructor: Prof. Mick McQuaid (Sep-Dec, 2009)  
*Keywords:* Walking, Social Networking, Mobile, Interest matching, iPhone application.  
 Conducted user research to know motivations and barriers behind walking. Developed an iPhone application, which uses interest matching to encourage users to connect to new places and people while walking.
- Usability Evaluation of Online Client Portal of Foresee Results**  
 Advisor: Asst. Prof. Mark W. Newman (Jan-Apr, 2010)  
*Keywords:* Usability evaluation, Testing, Analysis, Interviews.  
 Evaluated the usability, usefulness and acceptability of complete online portal of Foresee Results. Various methods including survey, heuristic evaluations, interviews, and interaction flow check were conducted.
- Study of mobile phones as a future strategic advertising medium in India**  
 Advisor: Prof. Pradeep Yammiyavar FDRS (Aug, 07-Apr, 08)  
*Keywords:* M-advertising, Heuristics, Design Management, Market analysis.  
 Developed and organized mobile advertisement system and design management guidelines for the advertisements on the small screen. Formulated and incorporated design guidelines in creating advertisements for 28 companies.
- Older adults' user experiences with mobile phones**  
 Advisor: Prof. Pradeep Yammiyavar FDRS (Aug-Nov, 2007)  
*Keywords:* Usability, Mobile GUI, Heuristics, User Experience.  
 Discovered interaction problems of geriatric people with mobile phones and identified usage pattern. Heuristics and Design Guidelines were developed based on the usability testing and analysis. Developed an application based on findings.
- Instant Craft Transaction network using mobile Technology**  
 Advisor: Prof. Pradeep Yammiyavar FDRS (Aug-Nov, 2006)  
*Keywords:* Networking, Contextual Enquiry, Data Modeling, Mobility.  
 Developed a mobile-based transaction network solution for the craftsman. Studied the legal, managerial and practical issues involved. A working mobile prototype was developed and tested.

## 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.

## Co-curricular Activities

<b>Organization and Management</b>	<ul style="list-style-type: none"> <li>Head of Event Management Team of Techniche 2006 (Techno management fest of IITG), coordinated 33 Techno-Management events in 3 days.</li> <li>Organizing team member of Manthan 2006 (Intra IIT Cult Fest)</li> <li>HMC member 'Kapili' House of residence, 2005-2006.</li> </ul>
<b>Accolades and Awards</b>	<ul style="list-style-type: none"> <li>Awarded prestigious 'Bhamashah Award', 2008-2009.</li> <li>Awarded prestigious 'Maharana Fateh Singh Award', 2003-2004.</li> <li>Won first prize at national level in 'first all India national level Science competition – Putni Vignana', 1999.</li> </ul>
<b>Design</b>	<ul style="list-style-type: none"> <li>Head of Design Team of Techniche 2006.</li> <li>Member of Design Team of campus magazines and newsletters.</li> </ul>