



Area of Interest

User Experience Design, Accessibility, Mobile UI and Interaction, Cross-Cultural Adaptation, Usability Evaluation, Interaction Design, Design Strategist, Touch Devices, 10 feet UI

Education

University of Michigan, School of Information, Ann Arbor, Michigan
Master of Science in Information with specialization in HCI and Social Computing (Completed in Dec, 2010) [3.84/4.0]

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

Work Experience

Amazon Inc., Seattle (WA), USA

Design Lead

Jan 2017 – present

- Own UX for Amazon Coins on all platforms (Android devices, Kindle devices, Fire TV, Fire Tablet, and Web).
- Primary focus on creating elegant and customer-focused designs that provide a superior retail experience working in close collaboration with business, product, technology, and design teams across international locations.
- Develop and provide thought leadership in the retail user experience across devices.
- Leverage available insights like market analysis, customer feedback, site metrics, and usability findings.
- Use business requirements, usability findings and market research to develop scenarios, use cases, and high-level requirements
- Design conceptual wireframes, high-fidelity mockups, information architecture diagrams, interaction specifications, and functional prototypes
- Oversee close coordination with the product management team to develop a shared vision of a product and then lead a process to define the experience and design to deliver on the product's objectives

NVIDIA Inc., Santa Clara (CA), USA

Lead Designer

Dec 2012 – Jan 2017

- Leading design efforts in collaboration with other designers, researchers and external contractors to manage, prioritize, and deliver all the UX needs for multiple products and platforms
- Working closely with product managers, marketing, and engineering team to strategize and develop the product timelines for next 3 years
- Creating a gaming ecosystem which is cross-platform and utilizes NVIDIA's strength in visual computing
- Directly responsible for delivering User Experience visions, UI specifications, wireframes and prototypes for GeForce Experience
- Apply strategic thinking to design and deliver innovative end-to-end user experiences that optimize among user needs, business goals, and technological realities across different platforms
- Driving the product designs from ideation to implementation, by collaborating with a larger multi-disciplinary team that includes Product Management, engineering, marketing, and customer support

MicroStrategy Inc., Vienna (VA), USA

UX Designer / Program Manager

Feb 2011 – Dec 2012

- Lead UX design efforts for features spread across iOS (Apple), Android, Blackberry, Web; serving various verticals
- Work closely with developers to facilitate the implementation of UX designs and ensure UX compliance & consistency
- Conceptualize and articulate complex ideas, then document them (using appropriately chosen, informed deliverables such as sketches, wireframes, prototypes, site maps, user flow, personas, and scenarios) to drive decisions, facilitate understanding, and reach consensus.
- Participate in end-to-end projects by ensuring user experience and business objectives are met from the point of project initiation, through discovery, definition, concept development, and refinement
- Turn requirements into user flows, wireframes and visual mockups to explore new user interface designs.

All About Awareness, LLC, Flint (MI), USA

Web Accessibility Auditor (Freelance)

Dec 2010 – Feb 2011

- Created prototypes, including graphic design, site navigation, and layout of content, for extensible website design
- Ensured that the layout of the content is accessible (AAA) and intuitive; recommend improvements as necessary
- Created visual concepts to aid in the software development lifecycle

Tippling Point Partners, LLC, New York (NY), USA

Usability Auditor and UX Engineer

Sep 2010 – Dec 2010

- Planned and conducted User Research, Contextual Enquiry, User testing and Usability Testing
- Analyzed and reported 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

Usability People International GmbH, Cologne, Germany

Apr 2010 – Dec 2012

User Experience Lead

- Prepared, facilitated, analyzed and reported all the research efforts across the US division of the company
- Created valid user research plans for a variety of usage scenarios. Tested various ideas and quickly turn around results based on tight deadlines
- Gained expertise in ecommerce usability testing practices, including running usability test and analyzing findings as well as information architecture principles

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)

Work Experience

Skills and Knowledge

Software Adobe Design Suite, Macromedia Flash, Corel Draw, Fireworks, 3Ds Max, Solid Works, MATLAB, Visio, Content Management System (Drupal and Wordpress), Omni Graffle, Keynote

Operating Systems Windows, Macintosh, Linux

Languages C, C++, HTML, CSS, Python on Google App Engine, PHP, MySQL

Design Skills

Analytical Requirement Gathering, Information Architecture, Interaction Design, Use Cases, UML, System Analysis, Understanding User, Requirements and generating Conceptual Models.

User Interface 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

Organization and Management

- Head of Event Management Team of Techniche 2006 (Techno management fest of IITG), coordinated 33 Techno-Management events in 3 days
- Organizing team member of Manthan 2006 (Intra IIT Cult Fest)

Accolades and Awards

- Awarded prestigious 'Bhamashah Award', 2008-2009
- Awarded prestigious 'Maharana Fateh Singh Award', 2003-2004

Design

- Head of Design Team of Techniche 2006
- Head of Design Team for campus magazines and newsletters



For more information and project details, visit <http://divyebokdia.com>