# DIVYAA BALAJI

## CONTACT INFO

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Netherlands (free to work)

## EDUCATION

**PhD in Human Computer Interaction**
**University of Amsterdam**
SEP 2020- FEB 2025 (expected)

**MSc in Human Factors Psychology**
**University of Twente**
SEP 2018- OCT 2019

**BSocSci in Psychology (Hons)**
**National University of Singapore**
SEP 2014- JUN 2018

## SKILLS

**Qualitative Methods**
- User Interviews
- Focus Groups
- User Workshops
- Thematic Analysis

**Software**
- Google Suite
- Figma
- atlas.ti
- R

**Design**
- User Research
- User Flows
- Co-Creation
- Design Thinking
- User-Centred Design
- Prototyping
- User Testing

**Core Skills**
- Collaboration
- Communication
- Managing Stakeholders
- Project Management
- Problem-Solving

## LANGUAGES

English

Tamil

French

Dutch

Spanish

## PROFILE

Living out my lifelong passion for research, I've finally wrapped up my doctorate and eager to continue carrying out innovative, rigorous and insightful user research. I enjoy conducting mixed-methods research, especially with emerging technologies such as conversational agents, virtual reality and novel interaction platforms. My experiences working with both internal and external stakeholders from a myriad of backgrounds have made me adaptable, multi-disciplinary and ready to take on challenges. I would love the opportunity to continue what I've been doing over the past few years: giving user needs both voice and shape.

## EXPERIENCE

### Doctoral Researcher (Conversational Agents)
University of Amsterdam                                        SEP 2020- Present

- Designed and evaluated two innovative chatbot concepts promoting safe sex practices: one for individual users and one for couples.
- Self-managed and performed activities spanning the entire design research lifecycle
- Collaborated in multi-disciplinary teams (health communication, software development) and with external stakeholders (Soa Aids Nederland)
- Conducted co-creation activities and user interviews with young people and sexual health professionals
- Conducted in-person and remote usability testing and interviews with potential end-users for both chatbot prototypes
- ·Produced actionable insights that were also communicated to the project team, the wider academic community and Soa Aids through written reports, papers and presentations

### VR Researcher
University of Twente                                        JAN 2020 - AUG 2020

- Developed a virtual reality simulated driving environment using Unity in collaboration with the Behavioural, Management and Social Sciences (BMS) lab
- Designed the VR environment to suit the needs of the researchers who will be using the platform for research
- Set up experiments to study the effect of VR simulator-based driver training on learning performance
- Supervised bachelor and master student theses

### Project Manager                                        OCT 2019 - DEC 2019
### Human Factors Intern                                  JUL 2019 - SEP 2019
Maritime Research Institute Netherlands (MARIN)

- Reviewed literature on building adaptive systems for operators in high-risk safety-critical human factors domains
- Devised framework for building operator support systems based on the assessment of operator functional state
- Developed and presented plan of action detailing follow-up reviews, studies and materials needed for accurate and feasible OFS assessment

### Chatbot Researcher                                     NOV 2018 - SEP 2019
University of Twente

- Conducted a series of focus groups with end-users of customer service bots
- Performed qualitative thematic analysis to identify the factors that influence user satisfaction with chatbot interactions
- Designed and executed think-aloud usability testing sessions for five off-the-self customer service bots
- Developed preliminary questionnaire, and administered it alongside other standardised questionnaires after usability testing sessions for validation
- Carried out Bayesian factor analysis using R to explore and confirm the underlying dimensions of the questionnaire