

# Pallavi Damera

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## CONTACT

pallavid@uw.edu  
Bellevue WA  
[pallavidamera.com](http://pallavidamera.com)

## EDUCATION

Oct 08 – June 10 University of Washington, Seattle  
Masters in Human Centered Design & Engineering

June 05 – Dec 07 National Institute of Design, India  
Post Graduate Diploma in Software and User Interface Design

Aug 01 – May 05 Dhirubhai Ambani Institute of Information & Communication Technology, India  
Bachelors in Information & Communication Technology

## SKILLS

Design & Research  
Proficient in  
Usability testing  
Remote usability tests  
Survey design  
Think Aloud  
Field studies  
Interviews  
Content Analysis  
Lo-Fi, Hi-Fi Prototyping  
Storyboards  
Scenarios  
Personas  
Animation  
Data Visualization  
Wireframes  
Familiar with  
Statistics  
Accessibility

Tools  
Proficient in  
Flash Photoshop  
Illustrator InDesign  
xHTML CSS  
Familiar with  
jQuery ActionScripting  
C Java  
SPSS Google Analytics  
OVO solo

## EXPERIENCE

Sep 08 – Dec 09 **UX Research Assistant**, University of Washington

Study of Expert Intelligence Analysis Process, used **verbal protocol analysis** and grounded theory approach to study the cognitive processes involved.

Sep 09 – Dec 09 **Usability Testing**, Openusability.org, KMyMoney

Conducted think-aloud **lab usability tests** for a finance management tool (in a group of 2).

Jan 07 – Jul 07 **UX Research Intern, Yahoo!** Bangalore, India

**Landscape analysis, contextual inquiry and task observations** studies of search behaviors of Indian users doing domain specific search. Created **personas and lo-fi** design prototypes.

## ACADEMIC PROJECTS

**GreenBean**: A mobile application that helps people make green and smart shopping decisions. We prototyped (**flash, hi-fi Android app**) and evaluated (**heuristic evaluation, remote and lab studies**) using different techniques while following iterative design process.

**SwitchBack**: Information and **interface design** of a new document model that allows selective reading. Created **paper and video prototypes**, did preliminary tests and **sample content**.

**iPad for AAC**: **Case studies, task observation and contextual inquiry** to understand how iPad could be useful as an Augmentative and Assistive Communication(AAC) device.

**Self-promotion on Flickr – Strategies and Attitudes**: Analysis of **interview** transcripts, qualitative studies, we found list of social and informational strategies used for self-promotion.

## PAPERS & AWARDS

Kriz, S., Damera, P., & Porter, J. (2010). A place for fictional robots in HRI research? HRI and Arts workshop 2010, Washington University Computer Science and Engineering Technical Report 2010-13, (pp. 31-32). St. Louis, MO: Washington University. Did **content analysis**.

Accepted: Kriz, S., Ferro, T., Damera, P., & Porter, J. Fictional Robots as a Data Source in HRI Research: Exploring the Link between Science Fiction and Interactional Expectations, Proceedings of the 2010 IEEE International Symposium on Robot and Human Interactive Communication to be held in Viareggio, Italy, September 12-15. Conducted **in-lab surveys** and **content analysis**.

Received **Award of Excellence** 2010 from the Department of Human Centered Design & Engineering, University of Washington and was recognized as an exemplary student in the HCDE community, for demonstrating **special strength in innovation**.

**Microsoft Firenze 2010**: Part of university wide winning team. One of the **top 20 finalists of 150** participants from 5 universities (NYU, CMU, UMich, Cornell & UW). Did **interviews, video prototype and technical architecture**.