Shilpa V. Shukla

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PROFILE AND MISSION

Profile: Professional, with nearly ten years of experience, helping organizations to improve interactive technologies, while providing the most value to the end-user and customer as possible.

Mission: My goal, throughout my career as a customer and end-user advocate, has been to achieve a holistic approach to usability through the following tenets: know the people, know their context, know the tasks they perform, and know what performance means to them.

CORE SKILLS

Exceptional understanding of fundamental design disciplines (interaction design, visual design, typography, composition, information architecture, color and animation) and principals (affordance, clustering, consistency, and usability) as well as years of experience in experimental design of user experience studies and methodologies (lab-based usability studies, and longitudinal studies including Ethnography, Contextual Inquiry).

EDUCATION

Bachelors of Science (BS) | University of California, Irvine | 1993

Information and Computer Science. Emphasis: Software Development, Artificial Intelligence and Organizational Policy and Management.

Master of Science (MS) | University of California, Irvine | 1997

Information and Computer Science. Emphasis: Human Computer Interaction, Computer Supported Cooperative Work, Usability, Cognitive Psychology, User Experience Studies and Ethnography.

TECHNICAL SKILLS

Interface Design Applications: Macromedia DreamWeaver, and some Front Page experience

Interface Design Languages: HTML and basic XML, SGML (EPIC), and some Java Script experience

Graphics and Multimedia: Visio, Adobe Illustrator, Photoshop, Snag-it, and currently learning Flash

Document Creation: Word, Excel, PowerPoint, Lotus Notes, Frame Maker, and Claris Works

Programming Languages: Some experience with BASIC, ADA, PROLOG and LISP; some exposure to Java and C++; possess basic knowledge of J2EE development framework

Operating Systems: Macintosh, Windows NT, and Solaris

DESIGN AND ASSESSMENT SKILLS

- Usability Testing
- Cognitive Walkthrough
- Heuristic Review
- Wireframe Prototype Production
- Information Architecture
- Participatory Design
- Device Usability Evaluation

- Contextual Inquiry
- Ethnography and Field Work
- Persona Development
- Focus Group Moderation
- Accessibility Research
- Interaction Design

- Technical Instructional Design
- UI Specification Design and Development
- Use Case Creation
- Workflow Process Evaluation
- Information Mapping and Visual Design
- Design PatternDevelopment

Fall 1994–Summer 1999 | University of California, Irvine | Research Assistant and Teaching Assistant

Research Assistant for Dr. David Redmiles, while I pursued my Ph.D. Also worked as a Teaching Assistant for a Software Development Course Instructor.

April 2005–Current | Hewlett Packard | Lead User Experience Designer

Lead small User Experience team to design of HP PhotoSmart—a Digital Photography software application. The facets of my role include:

- Horizontal Project Management of User Experience Design (UED) Team: In this role I lead the team in identifying the UCD process model and management of UCD artifact pertinent to the PhotoSmart application. I also design and maintain the application's interaction design pattern library, and manage the design and documentation of horizontal design components of the application.

- Vendor Management: In this role I work with an external design to drive design. And I moderate and filter functional requirements by working collaboratively with marketing, software developers, and the product development teams to ensure that a product's interfaces and task processes are a superior fit to our users. In this role I translate business problems and requirements into compelling, innovative user experience designs, create use cases, UI models, information architecture, wire frames, mock-ups and prototypes, designs briefs, design specs and guidelines, and screen flows with little direction.

- User Specification Development and Maintenance: As a hands-on designer I create and write UI User Specifications which includes elements of design such as the feature task flow, renderings, interaction design patterns & rules, as well as a detailed description of all interfaces.

4. Usability Study Design and Management: I lead in the design of usability studies, creation of usability task scripts, usability evaluations, record findings, and research solutions, and make design and feature recommendations. I have also when required moderated usability studies, and conducted contextual inquiry studies.

- Assist in Interaction and Visual Design: In this role I am proactively incorporating design presentation skills such as Flash, PhotoShop, while leading in the quick prototyping for internal discussions and/or design negotiation with related groups.

- Competitive and Heuristic Evaluations: I actively evaluate competitive products and perform heuristic evaluations. I work with my external vender and internal team members to gather market and user requirements, create scenarios, use cases, plan and conduct user test, create user interface specifications, and performs usability and benchmarking testing and analysis.

- Lead and design longitudinal studies: I assist in the design of longitudinal studies such as ethnography and contextual inquiry studies.

- Publicity support: By working with an external editor sponsored through a HP Design Magazine I have co-written an article to publicize HP Photosmart's design process and unique feature set prior to its release. I also support PMA a HP sponsored photo marketing convention to drive the publicity of various HP brands including HP Photosmart; in an upcoming convention I will demo our application to our sponsors.

September 2004–April 2005 | Experian | Senior User Experience Analyst

Support of e-commerce site design and development with the intention to improve conversion, retention, and stickiness. I achieve this goal using the following:

- Usability Studies
- Focus Group Studies
- Design of Persona and Profiles of segmented consumers

April 2004–September 2004 | Mitchell International | Senior Usability Engineer

Support of Enterprise-wide Auto Insurance Claims Record Management software. I design and develop the following:

- Usability Conference Design and development: For an internal, Mitchell product, I produced a usability testing Plan, Testing Schedule, and Usability Reports based on results derived from this internal usability conference. During this conference I also supported the organization and execution two focus groups and usability tests with approximately 10 end-users.
- User Centered Design Evangelism co-designed and co-developed Mitchell's UCD plan.
- Profile and Persona development: At a local UPA chapter I presented how usability practitioners can profile end-users through profile and persona research.
- On-going tasks: usability test planning, usability testing, developing usability reports, identifying usability opportunities through cognitive walkthroughs and heuristic evaluations, developing end-user profiles and personas, contextual inquiry and ethnographic style qualitative analysis.

May 2003–April 2004 | J.D. Edwards (a PeopleSoft company) | Human Factors and Usability Engineer

Support of Enterprise-wide application for e-Sourcing.

- Wire Diagrams and task flow diagrams.
- Design and development of web and interface design pattern (created with my team mates) to support a new design form. I also led a teach-time to disseminate the new design pattern rules and principles to my product's development team.
- User Profiles
- An HTML based mock-up prototype of the product (using Macromedia Dreamweaver).
- Design and Conducted a Usability Tests.
- Analyzed data to identify key usability issues and provide recommendations.
- Wrote a report that identified the average completion scores and rate, and identified the critical, high, medium and low priority usability issues.
- Using Contextual Inquiry, I conducted a four month field study of a major wholesale distribution company to gain contextual knowledge from field studies of this company. At the time, our company was trying to win the bid to develop a sales order entry software system for this company. My job was to understand and articulate that company's sales order entry artifacts, user profiles, tools, procedures, and processes. The knowledge I gained through the process of visiting 3 companies, 8 sales centers, 60 end users, and 10+ days of observations contributed to:
  1. Identification of 100 usability issues and recommendations (presented in a Word based report and through PowerPoint presentation).
  2. The creation of a set of User Profiles of sales order entry stakeholders: Inside Sales Person, Outside Sales Person, Counter Sales Person, and Quotation Sales Person.
  3. Expert knowledge about the quotation creation process (integral to wholesale distribution). I was able to contribute to the design and development of Business Requirements (BRs) and User Requirements related to the quotation creation process.
  4. Identification of usability issues and opportunities, which contributed to a deeper understanding on how processes actually work and the creation of sequence diagrams.

July 2002–April 2003 | Microsoft | Usability Assistant

- I performed contextual inquiry based site-visits and ethnographic based studies to evaluate Visual Studio user experience and create field reports based on these studies. I used the date collected on various user personas to create a set of artifacts that will help better inform developer who they are developing for and gain apathy for real users.
- I assisted in designing and conducting usability lab studies. In one study that I lead we used card-sorting methodology where participants were asked to compare the content of key search engines, and verbally articulate what types of information lead to the selection of favorable web content pages.
- I analyzed and identified usability patterns, from various form of user experience data using the data coding methodology. This process helped in identifying key usability problems and potential areas of improvement.

- Other duties included: focus group moderation, writing technical reports that qualitatively articulate observational findings, collaborating and communicating with various team members and various stakeholders throughout the product line, researching and conducting smaller projects aimed at improving usability data consumption and the articulation of key usability processes for Visual Studio.

May 2002–July 2002 | Hewlett Packard | Independent Consultant

Ethnography Specialist

- I conducted Ethnography studies
- I performed data coding/analysis using Qualitative analysis methods to build a type of Knowledge Management System.
- I modeled data (using Human Computer Interaction, Computer Supported Cooperative Work, and Human Cognition theories) to articulate results derived from the data analysis
- I wrote technical reports to describe the context and provide suggestions on tool/system design

September 2000–March 2002 | FileNET | Technical Instructional Designer

- I took part in the observation and use of large-scale Software Systems (FileNET's E-process and Document Management, and Information Retrieval Systems).
- I performed Task Analysis to model of explicit and implicit work tasks performed by System Administrators and Support Engineers of FileNET products.
- I designed and wrote Technical Instructional Course material on the subjects of 'Support' of FileNET's web-based Collaborative Commerce system; 'Performance Analysis for System Administration'; and 'Customer Support' of FileNET's server side Image Documentation, Content Management and E-process products.

February 2000–September 2000 | Nokia | UI Specifier and Designer

- I designed User Interface Specifications for Nokia CDMA Nokia cell phones.
- I conducted User Experience Research to identify accessibility issues for the cell phones.

October 1999–February 2000 | File NET | Intern Technical Instructional Designer

- I worked with a Senior Technical Instructional Course designers to re-design instructional content for FileNET's Server side Image Documentation products.
- I researched and designed task flowcharts on how to do troubleshooting and performance analysis.

Summer 1998 | Hewlett Packard Labs | Process Analyst Research Intern

- I conducted a User Experience, Contextual Inquiry, Usability and ethnographic-based study of Hewlett Packard's customer support process, with particular emphasis on modeling information retrieval and task analysis of knowledge authoring. This study provided input to requirements for knowledge authoring technology.

Summer 1997 | Apple Computers | Process Analyst Research Intern

- I conducted a User Experience, Contextual Inquiry, Usability and ethnographic-based study of Apple Software Troubleshooting process, with particular emphasis on modeling and defining Apple's 'bug management' process and studying the use of Apple's bug tracking system.

PROFESSIONAL MEMBERSHIPS

- Member of the Association for Computing Machinery (ACM)
- Special Interest Group for computer-human interaction (SIGCHI)
- Member of OC_CHI group – Orange County chapter of Computer Human Interaction

PRESENTATIONS

- Usability Professional's Association (UPA) San Diego Chapter. Presented talk "Profiles to Personas: A Proactive Means to User Centered Design." June 2004.
- FX-PAL (Xerox), in Palo Alto, California. On ethnography and its application for product design. August 1999.
- Stanford Labs, at Stanford University in Palo Alto, California. On ethnography and its application for education course development. August 1999.
- BART (Bay Area Round Table) Talk titled "Ethnography to Inform Tool Design." Talk given with Patricia Collins of Hewlett Packard. June 1999.
- Computer Supported Cooperative Work '98: Activity Theory Tutorial (Seattle WA,). Talk on application of the qualitative data collection method ethnography and the theory Activity Theory to study collaborative problem resolution contexts within companies such as Apple and Hewlett Packard. November 1998
- Hewlett Packard talk on "Understanding conflict within Hewlett Packard's Customer Support Activity System." September 1998.
- Fourth Congress of the International Society for Cultural Research and Activity Theory: Activity Theory and Cultural Historical Approaches to Social Practice. At the Aarhus University, Denmark. Presented talk title "Hit Squads and Bug Meisters: Discovering New Artifacts to Facilitate Design of Workflow Process." June 1998.

PUBLICATIONS

- Collins, P., Shukla, S., Redmiles, D., "Activity Theory and System Design: A View from the Trenches". Special issue on Activity Theory Design. Journal of Computer Supported Cooperative Work, 2001.
- Shukla, S., Nardi, B., Redmiles, D., "Discerning "Actual" and "Rationalized" Views of Workflow Processes" (working title). In submission to ITP Journal, 1999 (Information Technology and People). (on going project)..
- Shukla, S., Nardi, B., Redmiles, D. "Hit Squads & Bug Meisters: Discovering New Artifacts for the Design of Software Supporting Collaborative Work", short paper, CHI 98 Summary, April 1998, pp. 363–364.
- Shukla, S.. "Hit Squads and Bug Meisters: Discovering New Artifacts for the Design of Software Supporting Collaborative Work", SIG-CHI Bulletin, April 1998, pp. 82–84.
- Shukla, S. "Context and Consciousness: Activity Theory and Human-Computer Interaction," Bonnie A. Nardi (editor): book review in SIG-CHI Bulletin Volume 29, Number 4, April 1997, pp. 51–55.
- Shukla, S., Nardi, B., Redmiles, D.(1997). "Beta Blockers and Hot Potatoes: Redefining Artifacts in Socio-technical Design", Technical Report UCI-ICS-97-45 Department of Information and Computer Science, University of California, Irvine, CA, September 1997.
- Shukla, S., Redmiles, D. "Collaborative Learning in a Bug-Tracking Scenario", Workshop on Approaches for Distributed Learning through Computer Supported Collaborative Learning (Boston, MA), held in conjunction with the Conference on Computer Supported Cooperative Work (CSCW 96), Association for Computing Machinery, November 1996.

FELLOWSHIPS, GRANTS AND AWARDS

- 1994–1995, Graduate Opportunity Research Assistantship (GORA)
- 1997, Graduate & Professional Opportunity Program (GPOP) Summer Fellowship

PROFESSIONAL AND PERSONAL ACTIVITIES

- I briefly volunteered as associate Editor of SIGCHI Bulletin
- I worked for four years at Math Counts—a project aimed at motivating junior high school kids to learn math
- For four years I worked as a student volunteer at CHI and CSCW Conferences
- I worked at a local church as a teaching assistant for primary school children
- When I am not working, I enjoy yoga, photography, gourmet cooking, traveling, ball-room dancing, learning the violin and guitar, reading, and spending time with my friends and family.