

Bhavna Godhwani

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Profile

As the daughter of a watchmaker, I discovered at a young age the value of a well designed product that requires beautifully executed engineering to operate effectively. I have always been passionate about understanding the way things work and how to enhance the user experience.

Skills and achievements

Technical skills

- Creation of **personas** and **storyboards**.
- **Prototyping** (paper/software) and **wireframing** (Axure, Balsamiq).
- Creation of **domain models**, **sitemaps** and **user journeys** for Information Architecture.
- Evaluation of interactive systems and testing techniques: **Usability testing**, **Expert reviews**, **cognitive walkthrough**, **A/B testing**.
- Evaluation of software using different tools (**Silverback**, **Morae**).
- Knowledge of **Assistive Technology**, (VoiceOver, Zoom).
- Knowledge of different programming and markup languages (**Python** and **Java**, **HTML** and **CSS**).
- Good working knowledge with Microsoft Office products, NetBeans, Linux Ubuntu, MySQL.

Awards

- 2015 **UXUK Awards** for Best UK Student Project (London bus stop redesign).

Projects

- **AIESEC - Diliman University, Philippines (Summer 2013)** Volunteered at Global Village Community Development Program, where I conducted presentations, organised content and delivered multiple interactive, informative and motivational sessions to high school students from villages (Social education). Worked with an international team to broaden our network.
- **International Amnesty, Tenerife (2005 - 2007)** Active volunteering work at International Amnesty Organisation, where I participated in training workshops for schools in Tenerife. Also, I participated in several campaigns against gender violence and child soldiers.

Languages

- Spanish – Native
- Catalan – Fluent
- English – Fluent
- Norwegian – Beginner
- Hindi – Fluent
- Russian - Beginner

Employment Highlights

UX Consultant at Ramsign.com, Tenerife – 07/2016

- Planned and conducted the UCD cycle for the redesign of ramsign.com website.

Erasmus for Young Entrepreneurs, Locatify; Hafnarfjörður (Iceland) – 12/2015-01/2016

- Planned and created an UI evaluation framework and conducted heuristics evaluation for web applications and client based apps.
- Provided subsequent findings and design recommendations.
- Designed and produced wireframes for the main sections of the services provided by Locatify; iterated designs according to new findings through evaluations.

Junior Consultant, Cuatrecasas-Gonçalves Pereira; Barcelona (Spain) – 09/2013-01/2014

- Provided support to SAP CRM system.
- Evaluated systems for QA for the Intranet linked to SAP CRM.
- Analysed / solved complex IT problems.
- Understood user requirements, designed and implemented solutions.

IT Intern, Cuatrecasas-Gonçalves Pereira; Barcelona (Spain) – 07/2012-09/2013

- Conducted tasks related to analysis and programming.
- Worked in a team, accepting responsibilities for different projects.

System Admin, Arquitectura M1441; Barcelona (Spain) – 09/2010-05/2011

- Provided support services for the servers and other systems.

Education

MSc Human-Computer Interaction Design, City University London – 2014-2016

The course focused on theories and techniques in Human-Computer Interaction, User Experience, usability and interaction design. Covering user-centred design that involved research, analysis, design and evaluation processes. Modules taken include:

- **Interaction Design** Perceived the importance of usability and User Experience in interactive systems, HCI principles and design. Group coursework consisted of the design of a device to support street art exploration in East London.
- **Information Architecture** Learned how to organise, structure and label information in digital environments to support user navigation and search. Coursework consisted of the redesign of a social network for book readers.
- **Requirements Engineering** Defined the services a system should provide and the constraints under which it must operate. Coursework consisted of determining the requirements with i* modelling for Amazon Prime Air Delivery Service.
- **Cognitions and Technology** Developed an understanding of theoretical foundations in cognitive psychology when applied to HCI and designing novel interactive systems. Coursework evaluated how technologies can improve people's health using persuasive interaction (target chosen was smoking cessation), through research and analysis of the cognitive work to review their wellbeing.
- **Inclusive Design** Focused on the importance of designing and evaluating accessible and inclusive interactive systems for a diverse range of users: children, older users and users with disabilities. Coursework included accessibility audit of a travel website against WCAG 2.0.
- **Evaluating Interactive systems** Explored different techniques for evaluating usability in interactive technologies. Coursework consisted of planning and conducting an evaluation for a confectionary website.
- **Creativity in Design** Focused on service design, design thinking and creativity applied to innovative interactive systems. Award winning group coursework was to redesign a London bus stop, through ideas generated with diverse creativity techniques.
- **Dissertation project** Researched the ways in which end-users explore and make sense of big data, particularly what kind of strategies and operations they apply in the process of exploration, using Excel and Tableau. Findings revealed insights to problems encountered which were used to provide a set of guidelines for designing accessible, user-friendly environments for data exploration.

MSc Telecommunications Engineering, Universitat Pompeu Fabra, Barcelona – 2011-2013

The course focused on the field of infrastructures and communications applications, as well as market aspects, innovation and sector regulations.

- Key modules: Telecommunications networks engineering, Multimedia applications, Marketing and Innovation Management, Project Management and Project Finance.

BSc Telecommunications Engineering, Universitat Pompeu Fabra, Barcelona – 2007-2011

My speciality was Telematics discipline, where analysis and implementation was developed for services and applications, using both computer systems and telecommunications.

- Key modules included: Telematic Applications, Foundations in Traffic Engineering, Databases, Java programming language, Data Transmission and Communication Theory.

Diploma in Sanskrit, Universitat de Barcelona – 2013-2014

- Sanskrit and Classical Indian Languages, Literature and Linguistics.

Technology Entrepreneurship at Venture Lab (eLearning) – 2012

- Team-work conceptual design: <https://sites.google.com/site/diagnostranslator/>
- Used the advantages of technologies to find commercial opportunities and created and verified business models.