ULFA OCTAVIANI

UX Researcher

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SUMMARY

UX researcher with a PhD in Media, Arts and Technology and significant experience delivering end-to-end user research across digital products, services and customer journeys, using a range of generative and evaluative research methods including user interviews, usability testing, surveys, card sorting, journey mapping and concept and prototype testing. I am especially interested in understanding behaviour when people interact with technology, working with data to gain insight, create the prototype and build the solution to improve user experience.

EDUCATION

PhD in Media, Arts and Technology — Queen Mary University of London, London, UK
Sep 2018 – Aug 2025

MS in Applied Cognition & Neuroscience — University of Texas at Dallas, Richardson, TX, USA
Sep 2013 – May 2015 | GPA: 3.9

BS in Biology — Bandung Institute of Technology, Bandung, Indonesia
Aug 2006 – 2011 | GPA: 3.15

SKILLS

User Experience Research: user interviews, usability testing, surveys, card sorting, contextual inquiry, co-design, journey mapping and concept and prototype testing, combining generative and evaluative methods across the product lifecycle.

Stakeholder Management & Facilitation: running workshops and playbacks to bring Product, Design, Engineering and stakeholders along the research journey; presenting insight in ways that build alignment and influence decisions.

Accessibility & Inclusive Research: leading research with underrepresented and vulnerable user groups, designing studies that make sure customer-centred decisions represent the full range of a customer base.

Data Analysis: Thematic analysis, Framework Analysis, journey mapping and other qualitative coding methods alongside statistical analysis of data.

Technical Skills and AI: React, JavaScript, HTML/CSS, Python, TensorFlow, Google Cloud Platform (GCP), Personalization and Machine Learning.

PROFESSIONAL EXPERIENCE

Researcher in Inclusive Data Visualization | City St George's, University of London

Oct 2024 – Present

- Planning and running co-design workshops with 9 participants using visual and non-verbal methods suited to their communication needs.
- Combine generative methods (interviews, co-design) with evaluative methods (usability testing), applying journey mapping alongside Framework Analysis to synthesise co-design data into clear findings.
- Collect and analyse survey and rating data alongside qualitative findings, translating combined insight into actionable design recommendations.
- Present findings through workshops, conference presentations and draft journal submission.
- Design and maintain the project website to share results with a wider audience.

Teaching Fellow | Queen Mary University of London *Jan 2024 – Oct 2024*

- Delivered end-to-end research and prototyping workshops, including usability and concept testing, to 400+ students, translating technical UX methods into accessible, practical formats.

- Recruited, trained and led a team of demonstrators, establishing shared delivery standards that kept sessions consistent across the full cohort.
- Supervised computer science undergraduate student research projects covering user interviews, prototyping and evaluation.

Usability Testing Consultant | Queen Mary University of London *Dec 2023 – Jan 2024*

- Conducted usability testing on a staging application ahead of release, identifying issues and delivering design recommendations that shaped pre-launch improvements.

User Experience Researcher | Queen Mary University of London *Jul 2022 – Aug 2022*

- Delivered usability testing and mixed-methods research, including interviews and surveys, to support product and prototype development.
- Worked with fellow researchers to establish shared research standards, improving consistency across studies.
- Presented findings to stakeholders, shaping feature prioritisation and product decisions.

Advanced Placement Project Intern | BBC *Apr 2019 – Sep 2019*

- Designed the user research, recruited participant, and executed usability studies for interactive podcast applications within BBC R&D department, combining qualitative and quantitative analysis.
- Authored departmental white papers translating findings into internal department, presented results to stakeholders and influenced the decision of continuation of the project.

Innovation Consultant (Design Team) | Traveloka, Indonesia *Jun 2018 – Sep 2018*

- Led generative research, including user interviews and contextual research, for a major consumer travel platform to support product and proposition innovation.
- Synthesised findings into actionable feature recommendations adopted by design teams.

Senior Product Consultant / Interaction Designer | Kofera, Indonesia *Dec 2017 – Jun 2018*

- Partnered with engineering, marketing, finance and operations teams to ground new product features in validated user research.
- Designed and ran usability testing plans and built wireframes and prototypes to test design decisions with customers before implementation.
- Conducted user experience studies to understand user and stakeholders need, developed wireframe, prototype and user testing for a new application.

User Experience Research Intern | Tekzenit, Inc., USA *Jan 2014 – Aug 2014*

- Conducted heuristic evaluations, card sorting and eye-tracking usability studies across digital products, applying both qualitative and quantitative methods.
- Prepared research reports and stakeholder presentations that informed UX design decisions.

HONOURS & AWARDS

- Fulbright Scholarship (August 2013 – May 2015)
- PhD Award, Media and Arts Technology in EECS, Queen Mary University of London (September 2018 – June 2023)

PUBLICATIONS

- Karkanevatos A, Wood J, Botting N, Cruice M, Devane N, Octaviani U, Roper A and Wilson S. (2026). Supporting Focus in Data Visualization Design: Lessons Learned from People with Language Disabilities. Proc. EuroVis 2026.
- Wood, J., Devane, N., Roper, A., Botting, N., Cruice, M., Octaviani, U. & Wilson, S. (2025). Experiencing Data Visualization with Language Disability. IEEE Computer Graphics and Applications, 46(2), pp. 20–29. doi: 10.1109/mcg.2025.3642747