

Ulfa Octaviani

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Summary

With 9+ years of experience conducting mixed-methods research across academia and industry specialized in User Experience and Human-Computer Interaction (HCI) specialist, I am driven by curiosity and interest in understanding human behaviour. I am experienced in both qualitative and quantitative user experience methods and analysis and technical programming skills to develop the prototypes.

Skills

- **UX Research Methods:** Experienced in conducting qualitative and quantitative research studies, including interview, usability testing, contextual inquiries, co-design workshops, surveys, A/B testing, and evaluation to inform design decisions.
- **Design Skills:** Familiar with design principles, especially accessibility and inclusive design.
- **Research Skills:** Research design, critical thinking, data analysis both in qualitative and quantitative methods, and dissemination.
- **Project Management:** Skilled in managing projects and communicating with designers, developers and stakeholders. Worked with multidisciplinary and international teams.
- **Design & Prototyping:** Figma, Adobe CC, wireframes, low- and high-fidelity prototyping, HTML/CSS, and React.
- **Programming:** Python, R, JavaScript, Java, Unity, TensorFlow, Google Cloud Platform (GCP).

Professional Experience

City St. George's, University of London | UK | Researcher in Inclusive Data Visualization
Oct 2024 – Present

- Facilitated co-design workshops for an EPSRC-funded inclusive data visualization project involving 8 participants with Aphasia and Developmental Language Disorder.
- Designed accessible session materials and applied Framework Analysis to qualitative data to identify user needs.
- Developed and maintained project website content to improve participant engagement and project communication.
- Identified key barriers and facilitators of inclusive data visualisation for users with Aphasia and Developmental Language Disorder; findings were submitted to ASSETS conference, and are informing the next stage of design evaluation.

Queen Mary University of London | UK | User Experience Researcher & Usability Testing Consultant
Jul 2022 – Jan 2024

- Moderated interview sessions, and conducted qualitative analysis to surface actionable design recommendations.
- Conducted 2 end-to-end usability testing studies (15–20 participants each) for feature evaluation, generating prioritised insights that influenced product roadmap decisions, including stakeholder requests for further feature evaluation based on research findings.
- Collaborated with peer researchers to develop standardised research protocol.

BBC | London, UK | Advanced Placement Project Intern | Apr 2019 – Sep 2019

- Managed a research lifecycle from moderated interview and user research sessions, and analysed quantitative data for a usability study of an interactive podcast, recruiting and moderating sessions with 13 participants in BBC's digital R&D department.
- Analysed quantitative engagement data and synthesised findings into a white paper, presented to senior R&D leadership.
- Research conclusions directly informed the department's decision to discontinue investment in the interactive podcast format.

Traveloka | Jakarta, Indonesia | Innovation Consultant - Design Team | Jun 2018 – Sep 2018

- Conducted end-to-end exploratory research on digital travel experiences to uncover new behavioural insights; designed research experiments, screened & recruited the participants, ran user interviews with 5 participants, set up a qualtrics survey for post interview questions, and translated qualitative & quantitative data into product opportunities.
- Synthesised findings to support feature design decisions of group travel research.

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

- Advocated a user-centred research approach across the product lifecycle for 2 concurrent products in an agile environment: delivering wireframes, prototypes, and research reports, and presenting findings to C-level stakeholders that directly informed a strategic pivot in product direction.

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

- Conducted heuristic analyses, card sorting, and eye-tracking tests across diverse digital applications, building foundational skills in evaluative research methodologies.
- Produced secondary research documentation for UX design teams.

Teaching Experience

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

- Delivered practical workshops in UX design, Figma, and React to 400+ Computer Science students. Designed workshops focused on user research, low-fidelity and high-fidelity prototyping, implementation, and evaluation.
- Trained and led 20+ demonstrators for Graphic User Interface labs.
- Supervised 7 undergraduate projects involving user research, prototyping, ethics, and technical implementation.

University of the Arts London | UK | Associate Lecturer | Jan 2023 – Sep 2023

- Delivered teaching for Computational Inequality module in Internet Equalities Master Program and Personalization and Machine Learning modules in Data Science & Artificial Intelligence program. Facilitated creative computation programming lectures using p5.js and ml5.js, Python, PyTorch.
- Supervised 2 Master's students' dissertations.

Education

Queen Mary University of London, London, UK

PhD in Media, Arts and Technology
Sep 2018 - August 2025

University of Texas at Dallas, Richardson, Texas,
USA.

MS in Applied cognition & Neuroscience
Sep 2013 - May 2015. GPA: 3.9

Bandung Institute of Technology, Bandung,
Indonesia

B.S in Biology
Aug 2006 - 2011. GPA: 3.15

Honors & Awards

Fulbright Scholarship
PhD Award - Media and Arts Technology in EECS
Queen Mary University of London

August 2013 – May 2015
September 2018 - June 2023

Volunteer Experience

- Google DevFest London – General Volunteer (2025 – 2026)
- Google Student Developer Club Lead. Organize events. 2022-2023. London, UK.