



Divya (Divi) Addepalli

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I am an executive leader in the IT industry with over 17+ years of hands-on experience building, managing, and leading multi-technical and cross-cultural teams. I successfully manage several high-profile international programs with my innovative strategies for various business solutions, strong communication, and multi-tasking skills. I am an excellent public-facing point person for clients and customers, vendors, and providers. Highly tech-savvy, quality and efficiency-focused.

Highlights – 2005 to present

- My expertise includes a creative and sustainable experience across a wide range of end-user experience best practices, including ideation, research, design, development, test, and iterating on various products and services, resulting in a well-rounded body of work. I have worked with Mobile and PC Technology, Banking, Ambient Technology, E-Commerce, IoT, Gaming, and E-Learning content development and training. My clients include some of the top names in the industry, such as Microsoft, Adobe, Cisco, Google, JPM Chase, Samsung Research America, Bank of America, etc.
- I am an evangelist for User Experience and Accessibility. I create an impactful awareness for usability and inclusive designs with her research. I research new technologies and use cases, prototyping designs around them and quickly turning them into action for the market. With my user experience background, I can build and deliver on critical use cases, scenarios, and user personas.
- Peers and superiors recognize my ability to effectively blend business needs with research/design goals and lead successful, solution-focused projects from inception to completion. I am very personable and can engage with marketing, sales, presales, customer success, and product teams to drive and deliver business results.
- I am a highly experienced and curious innovative solutions leader with expertise in creating and managing teams for scaling service portfolios offering solutions-oriented end-user experiences, establishing a targeted worldwide footprint of the services and products offered.
- My effective customer relationship and management skills help me easily reach enterprise decision-makers to guide and expedite their journey to digital transformation.
- Efficient in the enterprise sales process to deliver solutions across multiple partners, vendors, and customers.
- I have expertise in managing highly technical cross-cultural teams, delivering high-quality end-to-end solutions per customer requirements.
- I am good at creating and delivering training content, videos, and demos for various audiences in the product life cycle.

Experience and Expertise

July 2021 – Present

Founder and CEO – Devina Technologies, Issaquah, WA, USA.

- I founded and led the company Devina Technologies, a consulting firm that provides IT consulting services specializing in Accessibility, UX, and CX Research, Design, and Development.
- I help companies build Accessibility and Design Innovation CoEs to establish creative and sustainable solutions for their business needs.

April 2021 – Present

Co-Founder and Principal – Dazzel Bedazzel, Bellevue, WA, USA.

- I co-founded and led the company Dazzel Bedazzel, an event management firm specializing in Corporate, private, and public events that happen in-person and virtually.

AUGUST 2020 – MARCH 2021

Vice President Customer Experience and Compliance, Quadrant Resource, Redmond, WA, USA. Programs – Customer Experience, User Experience, Accessibility Center of Excellence, Engineering Research and Services, and Privacy Compliance.

At Quadrant, I lead and manage the Global Experience Excellence and Compliance program for their new strategic accounts. My responsibilities at Quadrant are as follows, but not limited to:

- Identifying and bringing new business opportunities to create a secure and loyal customer base, increase profit margins,
- Evangelize UX R&D, Accessibility, and privacy compliance.
- Work with my team and board members in setting company goals and developing business strategies. Collaborate with the directors and financial auditors to prepare, manage, and allocate budgets for the different projects in my program.
- Attract, retain, and motivate staff and evaluate performance. I am also responsible for setting goals, monitoring work, and evaluating results to ensure that departmental and organizational objectives and operating requirements are met and are in line with the organization's needs and mission.
- Enhance existing operational strategies and overall program structure to deliver the highest quality work according to project plans and customer requirements.
- Reporting and sharing information with the board ensures they stay informed on its condition and vital factors influencing it.
- Ensure highly productive customer relationships and partnerships for the mutual benefit of the customer and the organization. Work as a liaison between Quadrant and its customers.
- Work alongside community leaders, executive directors, major donors/funders, government officials, and senior staff/board members.
- Participate in and nurture broad networks of alliances with others to exchange knowledge and information about learning and change in support of change initiatives
- Manage and oversee the program's marketing, events, and social media campaigns. Attend and host webinars and online workshop events with guest speakers from the industry.
- Authors and co-author whitepapers, research papers, and blogs help promote Quadrant and our work in the information technology field.

APRIL 2017 – AUGUST 2020

Senior Technical Program Manager | Accessibility UX R&D SME, HCL America Inc, Redmond, WA, USA.

Programs – Accessibility Center of Excellence, Engineering Research and Services, Digital and Analytics, Digital Workplace Solutions.

Clients– Microsoft, Quest Diagnostics, Adobe, Cisco, Bank of America, Bank of Montreal, JCrew, PGE, Synchrony Bank, etc.

At HCL, due to the program's nature and the different clients I interacted with daily, I had to wear several hats and perform various roles and responsibilities when needed. Some of the critical roles and responsibilities were:

- I handled the overall program operation for customers' accessibility products and services. It is one of the most successful programs at HCL because of growth, quality, and customer feedback.
- I'm passionate about improving Accessibility testing and compliance across the industry. I have started several initiatives in HCL (and its customers) to make that happen, such as Training for Designers, Developers, Testers, Empathy training, Accessibility Usability studies, testing with PWD's, creating an inclusive culture, Automated Accessibility testing, and more.
- I started with a team of 4 and built it up to +300 Accessibility testers, developers, UX designers, and researchers. I managed and coordinated cross-culture teams and activities to enhance productivity. Responsible for planning, scheduling, prioritizing the work, and setting project targets. I enabled the successful rollout of test sequence activities, releases, and deliverables according to the project plan and targets.
- Managed several accessibility and usability project releases across multiple environments. Responsible for developing many innovative processes, methodologies, and best practices for efficient, cost-effective, and timely delivery of services and products per customer requirements.
- I was the liaison between the customer, the HCL onsite, offshore teams, and other teams involved in the project from HCL. Interact with all the different cross-cultural and multiple time zoned teams to ensure successful execution and delivery of the projects.
- I oversaw customer relationships, costing, P&I, and margins across the team. Drove the team and our processes in the right direction for industry changes in Accessibility.
- I helped set up the Accessibility Centers of Excellence in several companies.
- I evangelized UX R&D and ensured that we were well-represented in the community by attending, hosting, and participating in UX events and conferences held globally. I made connections with many national and international, for-profit, and non-profit organizations to create awareness about the company and understand the needs or opportunities present in the community.
- I created a training plan to ramp up new testers quickly because of the rapid growth. I ensured my teams trained for the required accessibility and usability best practices. I was personally responsible for training and orienting offshore/onsite team members on global accessibility standards such as WCAG, Section 208, Microsoft Accessibility Standards, AAOD, European standards, and other globally renowned accessibility standards, tools, accessibility testing methodologies, and UX best practices.
- I was responsible for managing and working with a team that developed and hosted training content and videos for accessibility and usability standards and methods on HCL and customer e-learning platforms.
- I lead and set up HCL's first accessibility and usability research and design lab in Redmond, Washington, North America, pioneering the idea of establishing similar labs in different delivery units of HCL globally. Responsible for leading, managing, and performing the first people with disabilities

usability studies using assistive technology and competitive bench-mark examinations for Accessibility for several different products and services for HCL and its customers.

OCTOBER 2015 – APRIL 2017

Program Manager – Accessibility UX R&D SME, Lenora Systems, Redmond, WA, USA.

Programs – Accessibility Center of Excellence and User Experience Research and Design

Clients – Microsoft, HCL, Red Sky-Blue Water, Piyasol, and in-house Lenora projects.

- Managed the overall accessibility and UX program for Lenora and interacted with customers to create the process, procedure, testing methods, and templates for Disability Testing and Usability Studies.
- Managed the testing of products with industry best accessibility standards such as WCAG 2.1, Section 508, and
- European Standards to make them accessible and usable to international standards. They were ensured that products could pass the VPAT audits for accessibility assessments.
- Developed the processes and operational strategies to lead the overall programs successfully.
- Conducted workshops for the team on accessibility and usability best practices and design thinking strategies.
- Conducted training workshops for the team to help them better understand and empathize with the disabled user. Worked on writing, compiling, submitting, and attending RFP defense meetings for Lenora.
- I developed training videos on accessibility and usability for Lenora and its clients. I designed and conducted the first accessibility usability study for customer products and other workshops and end-user interviews at HCL.
- It established a participant recruitment process and database for Lenora and its UX Research and Design Services clients.
- Analyzed the data, provided recommendations/changes, presented to the accessibility team, and positively changed the organizations' accessibility research and User Experience.

FEBRUARY 2015 – AUGUST 2015

Project Manager – Accessibility UX Research SME, User Research International, Redmond, WA, USA.

Programs – Accessibility Center of Excellence and User Experience Research and Design

Clients – Microsoft, Expedia, and other MNC companies.

- Managed the UX program and designed and conducted usability studies and end-user interviews surrounding Microsoft, Expedia, and other MNC products and services to enhance the user experience.
- Managed, designed, and conducted the first accessibility benchmark study conducted at User Research International, Redmond, for testing various mobile, laptop, and tablet products developed by different manufacturers (Apple, Android, and Google) with visually impaired participants. Interviewed and recruited participants for the studies.
- Analyzed the data, provided recommendations/changes, presented to the accessibility team, and positively changed the organizations' accessibility research and User Experience.

JUNE 2014 – DECEMBER 2014

UX Researcher, Samsung Research America, SISA, San Jose, CA, USA.

Programs – Samsung Mobile, Samsung Chef Express, and Samsung Ambient Technology.

- Conducted competitive analysis of similar products in the markets and reported detailed reviews of the features, design, perceived strengths, and weaknesses in comparisons to competitive offerings. Conduct generative research and innovation for new and upcoming Samsung products.
- Interviewed and recruited participants for the different studies and added new participants to the existing database.
- Designed and conducted workshops, usability studies, and moderated end-user interviews.
- My research positively changed the team regarding designing and implementing user feedback when creating new products and services.

MAY 2014 – JUNE 2014

UX Research Intern, Blink Interactive, Seattle, WA, USA.

Programs – How do researchers perform their research today, current trends in UX R&D.

- Designed and conducted usability studies and the first accessibility study conducted at JP Morgan Chase, Seattle, for the chase.com website, with participants with several disabilities. Interviewed and recruited participants for different studies. Created and maintained a database of participants for accessibility studies.
- Analyzed the data, provided recommendations/changes, presented to the accessibility team, positively changed the organization towards accessibility research, and enhanced the products' overall user experiences.

JUNE 2012 – FEB 2014

UX Researcher via Corporate Affiliates Program UW HCDE, JP Morgan Chase CIG UX Research, Seattle, WA, USA.

- Designed and conducted usability studies and the first accessibility study conducted at JP Morgan Chase, Seattle, for the chase.com website, with participants with several disabilities. Interviewed and recruited participants for different studies. Created and maintained a database of participants for accessibility studies.
- Analyzed the data, provided recommendations/changes, presented to the accessibility team, positively changed the organization towards accessibility research, and enhanced the products' overall user experiences.

AUGUST 2008 – MAY 2012

Freelance Executive: Entrepreneur

- **Founder and CEO – Event Management / Epoch Events, Chennai, TN, India:** Co-founded an event management company called Epoch events that planned and hosted private and public events. The events ranged from birthday parties, weddings, award ceremonies, corporate events, corporate team building events, conferences, art shows, concerts, etc.
- **Founder, CEO, and Chef – Saras Foods, Minneapolis, USA:** Co-founded a catering company called Saras that served homemade meals to customers. We had a steady stream of 50-75 customers every week. We also catered for party orders for 50-350 people per party. We got about 5-7 party orders per month.
- **Photographer and event coordinator, Minneapolis, USA:** Worked as a photographer and event

coordinator for a Freelance photographer called Srinivas Halaharvi from Eagan, Minneapolis. I coordinated events and photo sessions for him and helped him with the photoshoots. We did many private and public events from birthdays, weddings, meet-ups, conferences, etc.

AUGUST 2006 – JULY 2008

Communications and Design Manager, Saibonds, Print Systems, Pvt. Limited, Chennai, TN, India.

- I efficiently managed and communicated project goals, guidelines, and requirements across teams.
- Enhanced manufacturers and client relations with well-structured and suitable procedures, depending on the client's needs and communication styles.
- Created sample design templates and wireframes that could easily be tweaked and used for future print jobs. Coordinated with technical services and management to ensure that projects did not exceed budget, time, and resource constraints.
- Arranged conferences and presentations about the company and its business to the clients and new employees.

MAY 2005 – JULY 2006

Graphic Designer, Sri Venkateswara Printing House, Chennai, TN, India.

- Designed websites, books, magazines, posters, advertisements, wireframes, web ads, banners, and e-newsletters for the company and its clients.
- Collaborated with senior designers and clients to complete the assigned tasks. Presented the design to the clients and worked towards assuring customer satisfaction.

Education

Degrees

- **MS Human-Centered Design and Engineering, University of Washington, Seattle, USA** (2012 - 2013)
- **MA History and Heritage Management, Annamalai University, Annamalai Nagar, India** (2010 - 2011)
- **BS Visual Communication, University of Madras, Chennai, India** (2002 - 2005)

Certifications

- **Accessibility Program Management, Deque Systems, Inc** (July 2021)
- **Accessibility for Ontarians with Disabilities Act (AODA), OSG** (July 2021)
- **UX Foundations: Accessibility, LinkedIn** (Aug 2020)
- **Global Technology and Communication Management (GTCM), University of Washington, Seattle, USA** (March 2012)
- **Certificate in SAP – SD, De Horizone Technologies Pvt. Ltd., Chennai, India** (2007)
- **Multimedia Specialist Program, Arena, Aptech Computer Education, Chennai, India** (2005)

Skills

- Highly entrepreneurial, innovative, and motivated leader
- Business development and program management
- End-User Experience R&D
- Team building, training, and mentoring
- Strong communication and interpersonal skills

Other Interests

- Learning new and innovative technologies
- Reading and writing poetry, prose, and technical content
- Cooking and baking from international cuisines
- Travel, art, literature, and photography
- Practicing horse-riding, archery, and throwing tomahawks
- Spending time with family and friends and hosting fun parties and events.