

# Nim Dvir

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## Professional Experience

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### **UX Researcher and AI Researcher**, The State University of New York at Albany, NY, US (8/2015-present)

- Lead mixed-methods research projects for industry clients to identify user needs and behaviors
- Expertise in research design and qualitative and quantitative research methods, including surveys, in-depth interviews, contextual inquiries, focus groups and usability testing
- Skilled in communicating user research findings and partnering with cross-functional teams to translate research findings into actionable insights that inform product design and development
- Experienced in developing and implementing advanced algorithms and using Python programming for data analysis and manipulation, NLP and text generation
- Collaborate with other researchers, engineers, and product teams to deploy new models in real-world applications

### **UX Researcher and Development Manager**, ClaimFame, NY, US (11/2014 – 7/2015)

- Contributed significantly to UX, marketing, business, and product functions for a venture-backed e-commerce digital platform startup
- Utilized UX research and analytics to generate insights and enhance business models
- Implemented strategies for UX, marketing, content, SEO, and segmentation, resulting in increased user conversion and retention
- Successfully launched new services, including an online learning platform for entertainment industry professionals

### **UX Researcher and Product Manager**, World Zionist Organization (WZO), NYC (Jan 2012 - Nov 2014)

- Oversaw data-driven development, deployment, and optimization of CRM systems and digital services
- Established requirements, data dictionaries, and product roadmaps
- Coordinated "Israel Tech Challenge," a career development initiative for computer science students

### **Chief Digital Content Strategist**, Ma'ariv Media Group, Tel-Aviv, Israel (Jan 2009 - Dec 2011)

- Managed a team of 50+ media professionals, including writers, designers, marketers, and programmers
- Spearheaded development of innovative content products and applications across multiple platforms and channels
- Analyzed data using statistical methods to provide insightful recommendations for enhancing user experience

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## Academic Appointments

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**Visiting Assistant Professor**, The State University of New York at Albany, NY, US (8/2021 – present)

**Adjunct professor**, The State University of New York at Albany, NY, US (8/2021 – present)

**Adjunct instructor**, SUNY online, [explore.suny.edu](http://explore.suny.edu) (2/2020 – 8/2021)

**Visiting Assistant Professor**, Pratt Institute, NYC, US (7/2019 – 2/2020)

**Research and Teaching Assistant**, The State University of New York at Albany, NY, US (8/2015 – 5/2019)

**Visiting Lecturer**, The Academic College of Tel-Aviv, TLV, IL (5/2017 – 9/2017)

**Graduate Research Assistant**, Zicklin School of Business, Baruch College, CUNY (8/2012 – 11/2014)

## Education

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**Ph.D. in Information Science**, State University of New York at Albany, USA (Nov 2022)

Specializations: Human-Computer Interaction (HCI), Management Information Systems (MIS)

Dissertation: "Sticky Words: A Computational Linguistics Approach to Assessment and Manipulation of Information Engagement" (Recipient: Excellence in research award)

**M.B.A. in Marketing and Information Systems**, Baruch College, CUNY, USA (Dec 2014)

Graduated summa cum laude

**B.A. in Political Science (International Relations) and Journalism**, New York University (NYU), USA (Dec 2011)

Presidential Honor Program, graduated summa cum laude

**B.A. in Social Sciences and Humanities**, The Open University of Israel (Dec 2009)

## Qualifications and skills

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- Professional Certificate in Web Development, The City University of New York
- Programming languages: Python, JavaScript, HTML, PHP, CSS
- Database management: SQL, SQLite, MySQL, MS Access
- Statistical analysis and scientific data manipulation: SPSS, JASP, R and RStudio, MATLAB, Tableau, Alteryx, NumPy, pandas, SciPy, Matplotlib
- Machine learning, artificial intelligence and natural language processing (NLP): NLTK, spaCy, Word2vec, ChatGPT API, PyTorch, TensorFlow, scikit-learn
- Customer relationship management (CRM) and content management system (CMS): Salesforce (SFDC administrator), WordPress, Jekyll, Mailchimp
- Diagramming, graphic design, wireframing and prototyping: MS Visio, LucidChart, Canva, Adobe XD, Figma, Balsamiq
- User research: Qualtrics, Google Surveys, UserTesting, SurveyMonkey

## Research

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Google scholar: <https://bit.ly/ndvirgscholar>

## Research interests

Artificial Intelligence, Machine Learning, User Experience, Ethics Of AI, Human-Computer Interaction, Decision-Making, Digital Learning, Computational Linguistics, Information Behavior, Decision Making, Behavioral Economics, Natural Language Processing (NLP), Content Strategy, Design Research

## Manuscripts in preparation (advanced stages)

1. **Dvir, N.**, Friedman, E., Commuri, S., Yang, F., Romano, J. (under review). Predicting Information Engagement Using Computational Linguistics and Natural Language Processing (NLP). *Computers in Human Behavior*
2. **Dvir, N.**, Friedman, E., Commuri, S., Yang, F., Romano, J (under review). The Ways of Words: The Impact of Word Choice on Information Engagement and Decision Making. *Decision Support Systems*

3. **Dvir, N.**, Friedman, E. What makes words stick? Predicting attention and engagement using cognitive biases and natural language processing. (*Final editing, target submission: Hawaii International Conference on System Sciences (HICSS)*)
4. **Dvir, N.**, Friedman, E., Commuri, S., Yang, F., Romano, J. "Phrasing for Success: Optimizing Information Engagement Using Artificial Intelligence and Computational Linguistics". (*Final editing, target submission: Information Systems Research journal, special issue on Analytical Creativity*)
5. **Dvir, N.** Towards a Unified Understanding of Information Engagement: A Literature Review of Information Engagement in the Context of User Engagement and Information Behavior Theories. (*Final editing, target submission: Journal of the Association for Information Science and Technology JASIST*)
6. **Dvir, N.** Teaching Information Technology and Product Design and development in MBA Programs: A Qualitative Exploration of Faculty and students Perspectives. (*Analyzing data. Target submission: Journal of Management Education*)
7. **Dvir, N.** Effective Strategies for Engaging and Motivating Students in Large STEM Courses. (*Analyzing data. Target submission: Studies in Higher Education journal*)
8. **Dvir, N.** The Israeli-Palestinian Conflict Through the Eyes of External and Internal Media Sources: A Comparative Study of Yediot Aharonot and The New York Times. (*Analyzing data. Target submission: Political Communication journal*)
9. **Dvir, N.**, Friedman, E., Commuri, S., Yang, F., Romano, J. Development of the READ Model: Representativeness, Ease-of-Use, Affect and Distribution as Predictors of Information Engagement. (*Collecting data. Target submission: MIS Quarterly*)

#### **Refereed articles and proceedings**

1. **Dvir, N.** (2022). Sticky Words: A Computational Linguistics Approach to Assessment and Manipulation of Information Engagement - ProQuest [Doctoral dissertation, State University of New York at Albany]. <https://www.proquest.com/docview/2753692156>
2. **Dvir, N.** (2020). Process of information engagement: Integrating information behavior and user engagement. *Proceedings of the Association for Information Science and Technology*, 57(1). <https://doi.org/10.1002/pr2.407>
3. **Dvir, N.**, & Gafni, R. (2019). Systematic improvement of user engagement with academic titles using computational linguistics. *Proceedings of The Informing Science and Information Technology Education Conference*, 501–512. <https://doi.org/10/qjihjw>
4. **Dvir, N.** (2018). Sticky words: Evaluation and optimization of information interactions based on linguistic analysis. *Proceedings of the Association for Information Science and Technology*, 55(1), 797–798. <https://doi.org/10.1002/pr2.2018.14505501121>
5. **Dvir, N.**, & Gafni, R. (2018). When less is more: Empirical study of the relation between consumer behavior and information sharing on commercial landing pages. *Informing Science: The International Journal of an Emerging Transdiscipline*, 21, 019--039. <https://doi.org/10.28945/4015>
6. Gafni, R., & **Dvir, N.** (2018). How content volume on landing pages influences consumer behavior: Empirical evidence. *Proceedings of the Informing Science and Information Technology Education Conference, La Verne, California*, 035–053. <https://doi.org/10.28945/4016>
7. **Dvir, N.** (2018). What is user engagement? An interdisciplinary perspective on users' interactions with information technology. <https://doi.org/10.13140/RG.2.2.26789.81122>
8. **Dvir, N.** (2017). Mitigating challenges of open government data. <https://doi.org/10.20944/preprints201712.0182.v1>

### **Conference presentations and invited talks (\* presenter)**

1. **Dvir, N.\***, Commuri, S., Chengalur-Smith, S., Yang, F., Romano, J., Friedman, E. (2023, July). Does phrasing matter? *Using generative text to improve information engagement and user experience*. The 17th annual Israel Association for Information Systems (ILAIS) conference. Academic College of Tel Aviv-Yaffo, Israel
2. **Dvir, N.\***, Commuri, S., Chengalur-Smith, S., Yang, F., Romano, J. (2021, July). *What do users read? A predictive model of information engagement*. The 15th annual Israel Association for Information Systems (ILAIS) conference. The Open University of Israel.
3. **Dvir, N.\*** (2019, May). *Using text analysis and computational linguistics to systematically evaluate and improve information interactions, user experience (UX), knowledge acquisition and decision making*. The annual Informing Science and information technology education conference. Jerusalem, Israel.
4. **Dvir, N.\*** (2019, May). *What is user engagement? A suggested model for successful user interaction with digital information*. The annual Informing Science and information technology education conference. Jerusalem, Israel.
5. **Dvir, N.\*** (2018, December). *Mark my words: Using linguistic analysis to evaluate and optimize information behavior and user experience*. The International Conference on Information Systems (ICIS), San Francisco, CA
6. **Dvir, N.\*** (2018, November). *Sticky words: Evaluation and optimization of information interactions based on linguistic analysis*. The annual meeting of the Association for Information Science & Technology (ASIS&T), Vancouver, Canada
7. **Dvir, N.\*** (2018, August). *Conceiving a model for user engagement using linguistic analysis*. The annual Americas Conference on Information Systems (AMCIS), New Orleans, LA
8. **Dvir, N.\*** (2018, July). *The engaged user: From participation to involvement*. The University of Haifa, Israel
9. **Dvir, N.\*** (2018, June). *Less is more: An empirical investigation of the relationship between amount of digital content and user engagement*. In User Experience Professionals Association (UXPA) International Conference. Rio Mar, Puerto Rico
10. Gafni, R. & **Dvir, N.** (2018). *How content volume on landing pages influences consumer behavior: empirical evidence*. The annual Informing Science and information technology education conference, la Verne, California
11. **Dvir, N.\*** (2018). *Automatic development of engaging content using natural language processing techniques*. New Trends in Information Studies conference (NTIR). Albany, NY
12. **Dvir, N.\*** (2018, May). *Teaching E-commerce to STEM students: Leveraging evidence from a large-scale survey*. Presented at the Conference on Instruction & Technology (CIT), Cortland, New York.
13. **Dvir, N.\*** (2017). *Rules of engagement: A framework for online user engagement based on content strategy*. The annual conference of the Israeli Association for Information Systems, Bar-Ilan University, Israel
14. **Dvir, N.\*** and Buchan, K. (2016). *Language-based method for systematic development of engaging content*. New Trends in Information Studies conference (NTIR), Albany, NY
15. **Dvir, N.\*** (2015). *Suggested model for user engagement and online interactions with textual information*. New Trends in Information Studies conference (NTIR), Albany, NY

### **Awards and honors**

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1. Excellence in Research Project, State University of New York at Albany (USA), 2023
2. Distinguished Dissertation Award, State University of New York at Albany (USA), 2023
3. Full academic scholarship, State University of New York at Albany (USA), 2016-2022,
4. Doctoral research assistantship, State University of New York at Albany (USA), 2015-2018
5. Paper-athon participant, The International Conference on Information Systems (ICIS), 2018
6. Doctoral consortium award, Americas Conference on Information Systems (AMCIS), 2018
7. Professional development grant, State University of New York at Albany (USA), 2017-2018
8. Superior reviewer award, Informing Science Institute (ISI), 2017
9. Graduate assistantship, Baruch College, City University of New York – CUNY (USA), 2012-2014
10. Presidential Honor Scholarship, New York University (USA), 2011

## **Teaching Experience**

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### **Instructor**

#### ***Graduate level***

1. Managing Information Technology (BITM 522), University at Albany, Spring 2022-2023
2. Field Study in Information Systems and Business Analytics (course development), University at Albany, Fall 2022
3. Digital Product Design (course development), Pratt Institute, New York, NY, Fall 2019
4. Content Strategy (course development), Pratt Institute, New York, NY, Fall 2019

#### ***Undergraduate level***

1. Business Analytics Practicum (course development), University at Albany, Fall 2021, Fall 2022
2. Improving Business Performance with Information Technologies (large class, 150+ students), University at Albany, Fall 2021, Spring 2022, Fall 2022, Spring 2023
3. Case Studies in Digital Citizenship (course development), University at Albany, Fall 2021, Fall 2022
4. Special Topics in Research, Applied and Experiential Learning (course development), University at Albany, Spring 2021, Summer 2021 (online)
5. Current Technologies in Web Design (course development), SUNY online, Spring 2020 (online)
6. Programming for problem solving: Introduction to Python (course development), SUNY online, Fall 2020 (online), University at Albany, Fall 2017 (in person), Winter 2018, Spring 2019, Fall 2019, Spring 2020, Fall 2020, Spring 2021, Winter 2022 (online)
7. Programming for Informatics: Advanced Python (course development), University at Albany, Spring 2017 (in person), Winter 2018, Spring 2019, Fall 2020, Spring 2020, Fall 2021 (online)
8. User experience (UX) in e-commerce: Principles, methods and technologies (course development), Academic College of Tel Aviv-Yaffo, Summer 2017 (in person), University at Albany, Summer 2018, Summer 2019 (online), Summer 2020 (online)
9. Research methods for Information Studies (course development), University at Albany, Spring 2018 (in person), Fall 2018, Spring 2019 (online)
10. Databases management and programming (course development), Academic College of Tel Aviv-Yaffo, Summer 2017 (in person)

#### ***Teaching Assistant / Co-instructor***

1. Managing information technology (graduate level, M.B.A. course), University at Albany, Fall 2018 (online)
2. Programming for problem solving: Introduction to Python, University at Albany, Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017 (in person)

3. Programming for Informatics: Advanced Python, University at Albany, Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017 (in person)

### Media coverage

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1. Dvir, N. (2019, April 11). Enemies, A Love Story: An Interview with Sandra Oh and Jodie Comer. Israel Hayom. <https://www.israelhayom.co.il/magazine/shishabat/article/9324631>
2. Dvir, N. (2019, March 29). I returned: An interview with Julia Louis-Dreyfus. Israel Hayom. <https://www.israelhayom.co.il/article/645081>
3. Dvir, N. (2017, November 7). An interview with Gila Gamliel, the Israeli Minister of Intelligence: "I'm afraid of the day when the 'The Handmaid's Tale' will become a reality in Israel." AT magazine. <https://bit.ly/ndvirgilagamliel>
4. Dvir, N. (2017, April 20). Karim Rashid's Utopia: An Interview with Egyptian industrial designer, Karim Rashid. AT magazine. <https://bit.ly/ndvirrashid>
5. Nim Dvir on Donald Trump's behavior. (2016, September 26). Profile. The Israeli Educational Television (IETV). <https://youtu.be/0cPdG0gx3fM>
6. Nim Dvir (Reporter). (2012, May 8). The Dictator Press Conference: Sacha Baron Cohen, "The Dictator", meets Israeli Journalist Nim Dvir. <https://youtu.be/-ZLoYBUchmI>
7. Abraham, D. (2011, August 21). Nim Dvir leaves nrg.co.il to study abroad. <https://bit.ly/ndvirnrg>

### Service

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#### Reviewer

1. International Conference on Information Systems (ICIS), 2020, 2021, 2022
2. ACM SIGIR Conference on Human Information Interaction and Retrieval (CHIIR), Best Paper Award Committee, 2019
3. Americas Conference on Information Systems (AMCIS), Mini-Track - Social Media Analytics, 2018
4. The Database for Advances in Information Systems, 2018
5. Informing Science Institute (ISI), Awarded "Superior Reviewer", 2018
6. The Annual Conference of User Experience Professionals' Association (UXPA), Ad Hoc Reviewer, 2016-present

#### Affiliation

1. Association for Information Science & Technology (ASIS&T), Member (2016-present)
2. The Association for Information Systems (AIS), Member (2016-present)
3. New Trends in Information Studies Conference (NTIR), Programming Committee Member (2015-2017)
4. Graduate Student Affiliation (GSA) of The University at Albany, Member ('15-present)
5. The Information Science PhD Student Organization (IPSO), Committee Member ('15-present)
6. Zicklin Marketing & Media Association (ZIMMA), Member ('12-'14)

### References

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Academic supervisor, Massry School of Business

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#### Dr. Jennifer Goodall

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