

I help purpose-driven organizations to achieve clarity on product-problems, clarity on innovation concepts, and clarity on user needs by delivering clear, hard-hitting insights that drive business goals and meaningful impacts. Also, I design and can animate to make things more exciting!

 [/in/rounak-ghosh-53a21b136/](https://in.linkedin.com/in/rounak-ghosh-53a21b136/)

 +91 - 8017697352

 [ronuxdnr@gmail.com](mailto:ronuxdnr@gmail.com)

## EDUCATION

### **Human-Centered Interactive Technologies**

2018-2019

Masters of Science, University of York, United Kingdom

### **Electronics & Communication Engineering**

2014-2018

Bachelors of Technology, National Institute of Technology Durgapur, India

## SUMMARY OF MY CAREER SO FAR

### **User Experience Designer – PayU**

Nov 2019 – Present

-  Led the entire research process for the innovation project aimed at catering unique offerings to the longtail merchants opening up a new revenue source and increased GMV(Gross Merchandise Value) from the SMBs (Small and Medium-sized business).
-  Creator of COIN – the Design System of OnePayU promoting consistency in design and behavioural responses across all the products offered by PayU.
-  Design and product strategy of neobanking platform – one of the firsts in Indian Fintech.
-  Designed two separate thin-scale products specifically catered to the Longtail merchants.

### **User Experience Researcher – University of York**

Jun 2019 – Aug 2019

-  Developed a training framework for the customer service team of the University of York Library that improved training satisfaction by 150% and reduced training time by 20%.

### **Product Designer – Kloh Pvt. Ltd**

Jun 2018 – Aug 2018

-  Redesigned the existing android mobile app with the incorporation of new functionalities that had significant impacts on user retention and acquisition of new customers.
-  Initiated the development of design system to incorporate consistency in the design of multiple products.

- 10 +**      Graphics Design (Branding, Print Media, Advertisements Design)  
Projects on      UI Design (Web App, Mobile App, Websites, Dashboard UI)

## ACADEMIC RESEARCH PAPERS

### Trust, satisfaction and loyalty across M-commerce Apps

- (●) Pre-phase study conducted using surveys, quantitative analysis using independent samples Mann-Whitney Tests.
- (●) Main phase carried out using an extensive questionnaire. Quantitative analysis using four-way repeated measures mixed samples ANOVA.

### Effects of privacy settings on trust and usability in social media apps

- (●) Initial work was done using card sorting, content analysis of user reviews. Redesign of privacy settings done using Sketch + Invision Studio.
- (●) Main phase carried out using task-based evaluation. Quantitative analysis using Wilcoxon matched-pair signed rank test.

## SOME SMALL THINGS I'M PROUD OF

### Faculty Representative, Faculty of Sciences

Sept 2018 - Sept 2019

University of York, United Kingdom

- (●) Represented the entire postgraduate students under Sciences in the Board of Studies.

### Campus Intern of the Year Runner's Up

Sept 2019

University of York, United Kingdom

### Head, Web Design & Creative Team

July 2017 - May 2018

CCA, National Institute of Technology Durgapur, India

- (●) Led a team of 8 designers and 7 developers to organise the largest techno-management fest in Eastern India

## WHAT I DO WHEN I'M NOT WORKING?

