



# Rounak Ghosh

I craft human-centric products with research driven design-decisions.

🌐 [www.ronuxd.com](http://www.ronuxd.com)

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

☎ +91 8017697352

## EDUCATION

### **Masters of Science in Human-centred Interactive Technologies**

Sept 2018 - Oct 2019

University of York, United Kingdom

### **Bachelors of Engineering in Electronics and Communications Engineering**

Aug 2014 - May 2018

National Institute of Technology, Durgapur, India

## WORK EXPERIENCE

### **UX Designer - PayU India**

Nov 2019 - Present

- Led the research for an innovation project in the segment of Long tail merchants.
- Wireframing and visual design of two separate products catering to the long tail merchants.
- Significant contributions to the strategical foundations and development of the OnePayU design system promoting consistency in design across all the PayU products.

### **UX Researcher - Department of Information Services, University of York**

June 2019 - Aug 2019

- Developed a training framework for the customer service team of the University of York Library.
- UX Research methodologies used: Semi-structured interviews, contextual inquiry, cognitive mapping and sprint workshops.

### **Product Designer (Contract) - Kloh Pvt. Ltd**

June 2018 - Aug 2018

- Redesigned the existing android mobile app with the incorporation of new functionalities.
- Initiated the development of design system to incorporate consistency in the design of multiple products.

### **UI Designer Intern - Pregbuddy**

May 2017 - June 2017

- Responsible for the redesign of some of the screens of their existing android application.
- Developed a low-fidelity prototype for a weight-tracker project as a brand new functionality of the mobile application

### **Visual Designer, CCA, NIT Durgapur**

June 2015 - Feb 2017

- Responsible for various visual design projects including the design of posters, banners, branding, t-shirt design, motion graphics, web design, illustrations, and marketing design.

## PROJECTS

### Master's Research Project – Department of Computer Science, University of York

March 2019 – Sep 2019

- 👍 Multiphased research project looking into trust, satisfaction and loyalty in m-commerce apps across cultures.
- 👍 Pre-phase study using survey, quantitative analysis using independent samples Mann-Whitney Tests.
- 👍 Main phase carried out using extensive questionnaire. Quantitative analysis using four-way repeated measure mixed samples ANOVA.

### Design & Research Practices, University of York

Jan 2019 – March 2019

- 👍 Multiphased research project looking into the effect of privacy settings on trust and usability in social media apps.
- 👍 Initial work 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.

### EcoGrocer App Design, University of York

Oct 2018 – Dec 2018

- 👍 Designing an app for raising awareness among users against the harmful effects of consuming red meat.
- 👍 User Research done using extensive surveys. Defining the project using personas & scenarios. Design using Sketch + Invision Studio.
- 👍 Evaluation using heuristic evaluation and user testing using concurrent verbal protocol. Qualitative analysis using thematic analysis.

### UI Design Project, Algebra Analytics Ltd.

Sept 2017 – Nov 2017

- 👍 Responsible for end-to-end design of digital learning app entitled Knowdata.
- 👍 User research using surveys. Descriptive statistical analysis on the data collected leading to design decisions.
- 👍 Wireframe and interface design using Adobe XD. Prototyping using Invision.

## ACHIEVEMENTS

### Faculty Representative, Faculty of Sciences, University of York

Sept 2018 – Sep 2019

### Campus Intern of the Year Shortlist, University of York

Oct 2019

### Head, Web Design & Creative Team, CCA, NIT Durgapur

Jun 2017 – May 2018

## SKILLSET

### UX Research

User Interviews  
Questionnaires  
Contextual Inquiry  
Focus Groups  
Task Analysis  
Qualitative analysis using tools like **Nvivo**.

Quantitative analysis using **R, SPSS**  
Card sorting (open, closed) using tools like  
Optimal Workshop

### Design & Development

**Sketch**  
Adobe XD  
**Figma**  
Flinto  
Principle  
Invision Studio  
Photoshop  
**Illustrator**

Axure  
**After Effects**  
Framer  
HTML  
CSS  
BootStrap  
JavaScript  
Webflow



I definitely don't work all the time. Love playing football, playing the drums with my music buddies, painting/sketching, working out and going for a hike!