

Rounak Ghosh

Highly ambitious UX Designer/Researcher with a focus on different qualitative and quantitative research methodologies, and proven expertise in user research, design sprints, usability testing and rapid prototyping.



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EDUCATION

Masters of Science in Human-centred Interactive Technologies

Sept 2018 - Sept 2019

The University of York, United Kingdom

Bachelors of Engineering in Electronics and Communications Engineering

Aug 2014 - May 2018

National Institute of Technology, Durgapur, India

UX Researcher Intern - Department of Information Services, University of York

June 2019 - Aug 2019

Responsible for developing a training framework for the customer service team of the University Library.

UX Research methodologies used: semi-structured interviews, contextual inquiry and cognitive mapping.

Design Sprints with company stakeholders to develop the final prototype of the training framework.

WORK EXPERIENCE

Product Designer (Contract) - Kloh Pvt. Ltd

June 2018 - Aug 2018

Responsible for redesign of existing android application with incorporation of new functionalities.

User Research done using surveys. Wireframing, interface design and prototyping done using Sketch + Flinto.

Initiated the development of design system. Remote usability testings conducted using concurrent verbal protocol.

UI Designer Intern - Pregbuddy

May 2017 - June 2017

Responsible for the redesign of some of the screens of their existing android application, and the development of a low-fidelity prototype for a weight-tracker project.

Visual Designer, CCA

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.

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.

Faculty Representative, Faculty of Sciences, The University of York

Sept 2018 - Sep 2019

Course Representative, Human-centred Interactive Technologies, The University of York

Sept 2018 - Sep 2019

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

Jun 2017 - May 2018

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!