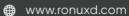
WORK EXPERIENCE



Rounak Ghosh

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





\(+91 8017697352

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

University of York, United Kingdom

Sept 2018 - Oct 2019

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

National Institute of Technology, Durgapur, India

Aug 2014 - May 2018

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,June 2019 - Aug 2019 **University of York**

- 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.

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



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.



 $\bigcap_{i \in \mathcal{I}}$ Main phase carried out using task-based evaluation. Quantitative analysis using Wilcoxon matched-pair signed rank test.

EcoGrocer App Design, University of York



Designing an app for raising awareness among users against the harmful effects of consumina 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.

Sept 2017 - Nov 2017

Oct 2018 - Dec 2018

UI Design Project, Algebra Analytics Ltd.



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, **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

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 | Axure |
|-----------------|---------------|
| Adobe XD | After Effects |
| Figma | Framer |
| Flinto | HTML |
| Principle | CSS |
| Invision Studio | BootStrap |
| Photoshop | JavaScript |
| Illustrator | 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!