Rounak Ghosh

USER EXPERIENCE DESIGNER

Location: United Kingdom
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Portfolio: www.ronuxd.com

EXPERIENCE

Department of Information Services, University of York, York, United Kingdom — *UX Researcher Intern*

June 2019 - August 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.

Kloh Pvt. Ltd, Bangalore, India — *Product Designer (Contract)*

June 2018 - August 2018

- Responsible for the redesign of the existing android application with the incorporation of new functionalities.
- User Research was done using surveys. Wireframing, interface design and prototyping done using Sketch + Flinto.
- Initiated the development of the design system. Remote usability testings conducted using concurrent verbal protocol.

Pregbuddy, Bangalore, India — *UI/UX Designer Intern*

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.

Centre for Cognitive Activities, Durgapur, India — *Visual Designer*

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.

SKILLS

UX RESEARCH

User Interviews

Questionnaires

Contextual Inquiry

Cognitive Mapping/Mental Models

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

Sketch

Adobe XD

Figma

Flinto

Principle

Invision Studio

Photoshop

Illustrator

Axure

After Effects

Framer

DEVELOPMENT

HTML

CSS

BootStrap

JavaScript

Webflow

EDUCATION

The University of York, United Kingdom — *Master of Science in Human-centred Interactive Technologies*

SEPT 2018 - SEPT 2019

National Institute of Techonology Durgapur, India — *Bachelor of Technology in Electronics and Communication Engineering*

AUG 2014 - MAY 2018

PROJECTS

Masters Research Project, the University of York

MARCH 2019 - SEPT 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 and Research Practices, the 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, the 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.

Knowdata App Design, Algebra Analytics Pvt. Ltd.

SEPT 2017 - NOV 2017

- Responsible for end-to-end design of digital learning app.
- 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.

POSITION OF RESPONSIBILITIES

Faculty Representative, Faculty of Sciences, The University of York

SEPT 2018 - SEPT 2019

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

SEPT 2018 - SEPT 2019

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

JUNE 2017 - MAY 2018

Captain, NIT Durgapur Football Team, NIT Durgapur, India

JUNE 2017 - MAY 2018

LANGUAGES

English (fluent)

Hindi

German (Beginner)

HOBBIES & INTERESTS

Football

Drums

Arts (Sketching/Painting)

Rock Climbing

Gym/Working out

Coffee

Hikes/Mountaineering

Movies (Action/Scifi/Comedy)

Reading