Amrita R. Das

USER EXPERIENCE RESEARCHER AND DESIGNER

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EDUCATION

Masters of Science in Information, April 2021
Focus: User Experience Design and Research

Bachelors of Arts in International Studies, April 2018
Minors: Community Action & Social Change, Asian/Pacific Islander American Studies
Study Abroad: Community Revitalization in Ishinomaki, Japan
Study Abroad: Advanced Spanish in San Jose, Costa Rica

WORK EXPERIENCE

Lead UX Researcher/Program Intern | First Generation Program
November 2019 – April 2020

- Update contents on First Gen website by researching and organizing resources specific to first-generation student needs for the purpose of showcasing accessible and up-to-date information.
- Coordinate all programs, including Community Dinners, First-Gen Graduation, First-Gen Symposium, and Student/Parent Open House, by planning budgets, meeting with sponsors, speakers, and promoting the event to the targeted community. Most events host 100-150 students, staff, and faculty, with the graduation ceremony holding 300-400.
- Develop learning outcomes for the program to connect to the University's institution-wide learning outcomes to better measure program initiatives.

Graduate Student Instructor | American Culture Department
January 2020 - April 2020

- Collaborate with Professor in designing discussions, lesson plans, and shaping course content around issues surrounding Asian/Pacific Islander American life, race and racism, legal history, controversial issues, and literature.
- Lead and facilitate discussion sections of a diverse class of over 50 students.
- Responsible for assessing and evaluating performance for each student while coordinating with the School of Literature, Science, and Art's Race & Ethnicity course requirement guidelines.

Research Assistant | Narratives of Brownness Project
January 2018 – October 2018

- Organized and executed interviews with over 20 first and second generation South Asian immigrants in the Metro Detroit area on experiences pertaining to intersectional identity and discrimination.
- Translated and transcribed over 20 interviews in both English and Bangla.
- Analyzed all interviews with other researchers on the team to find common themes.
- Organized social media posts and archival material surrounding South Asian presence in the midwest.

PROJECTS

Website Designer | Right to Success Program, *September 2019 – Present*

- Created website via Wix to grant students access to program history, goals, photos, program agenda information, and contact information.
- Implemented usability testing with past student participants with the use of Google Forms and Excel to quantifiably measure the success of the website, the program itself, and later apply suggestions.

UX Consultant | Works on ARM, *September 2019 – December 2019*

- Managed team project timelines, responsibilities, processes, and work products to find a solution for the communication problem our client, Works on ARM, has.
- Implemented qualitative research methods to find common themes and threads.
- Generated, evaluated, and recommended specific recommendations to improve the effectiveness and efficiency of a work process, product, or service.

TOOLKIT

Photoshop
Illustrator
InDesign
Premiere Pro
Canva
Google Suite
Microsoft Excel
Dedoose
Slack
Sketch
Figma
Mural
Visual Studio Code

UX SKILLS

Contextual Inquiry
Brainstorming
Storyboarding
Graphic Design
Web Design
Survey Design
Interaction Design
Wireframe Production
Qualitative Analysis
Persona Creation
Usability Testing
User Research
User Interviews
Affinity Diagramming
Research Analysis

PROGRAMMING

Python
HTML/CSS

LANGUAGES

English
Bangla/Bengali
Spanish

LEADERSHIP

Martin Luther King Jr. Spirit Award Winner, U-M MLK Symposium, 2018

Resilience Award Winner, Michigan Difference Student Leadership Awards, 2020

Chapter Consultant, Delta Tau Lambda Sorority, Inc. - Alpha Chapter, U-M, 2019 - Current