

# Arindra Das

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## EDUCATION

### EIT ICT 2 YEAR DUAL DEGREE

MSC. IN ICT INNOVATION  
Specialization in Human  
Computer Interaction and  
Design

### UNIVERSITY COLLEGE LONDON (UCL)

YEAR 2: MSC. IN HUMAN  
COMPUTER INTERACTION  
(HCI) WITH ERGONOMICS  
TRACK  
London, UK

### KTH ROYAL INSTITUTE OF TECHNOLOGY

YEAR 1: MSC. IN  
INTERACTION DESIGN  
TRACK  
Stockholm, Sweden

### INTERACTION DESIGN FOUNDATION

PROFESSIONAL  
EDUCATION IN USER  
EXPERIENCE AND  
INTERACTION DESIGN

### AALTO UNIVERSITY (HELSINKI UNIVERSITY OF TECHNOLOGY)

MSC. COMMUNICATION  
ENGINEERING (WITH  
DISTINCTION)  
Espoo, Finland

### SRM UNIVERSITY

B.TECH ELECTRONICS AND  
COMMUNICATION  
ENGINEERING (FIRST  
CLASS)  
Chennai, India

## EXPERIENCE

### HUMAN EXPERIENCE DESIGN LAB | CREATIVE DIRECTOR & PRODUCT DESIGN CONSULTANT (MULTIPLE DESIGN ROLES ON CONTRACTUAL BASIS)

July 2015 – Present | London, UK

I work with businesses/charities to build user experiences while accommodating business goals and resource (time, finance, expertise etc.) optimisations through use of various tools and methods.

I wear multiple design hats that includes but not limited to User Centered Design Advocate, User Experience (UX) Design, User Interface (UI) Design, User Research, Usability Evaluation, Ergonomics, Graphic Design and Animations, Interaction Design, SEO and Growth analytics and Front-end Development.

I have worked with the following clients.

- **Innovify** - *Innovative agency building complex digital products from MVP to Enterprise applications*: I am bringing my UX/UI expertise to help deliver exceptional digital products.
- **Konsiloeo** - *Insurance Tech startup*: Leading the design efforts at Konsiloeo. Konsiloeo is revolutionizing the Insurance broking industry. I am working with the CEO, CTO, Marketing Lead and Product Owner to help conceptualize their product ideas as well as working on their branding, UX and UI.
- **Equitix** - *AI Driven equity valuation tool*: UX/UI Design of the SAAS product
- **WeTrack** - *SAAS-based event/project management startup*: UX/UI Design of the user on-boarding journey and insights on SEO and growth analytics
- **TAU Design** - *One of the Spain's largest design studio*: User Centered Design Advocate and workshop
- **Comic Relief** - *Leading British Charity*:
  1. Leading the usability sessions for comic relief (Red nose day) fundraising page.
  2. Participation based user evaluation (Recruited, facilitated and analyzed results for A/B testing of alternative designs for the Comic Relief website)
- **Predina technologies** - *AI platform for predicting and mitigating risk in autonomous vehicles*: Story telling and visualization of the Investor pitch deck for Series A.
- **BookMyScan** - *Diagnostic scans booking platform*: Website design and development
- **teach9** - *Online tutoring platform*: UX/UI Design of the product (Teaching portal)
- **PORT.im** - *GDRP as a service startup*: Expert UX evaluation of the website and the product
- **Locpin** - *Delivery startup*: UX/UI design for minimal viable product and website
- **Onkho** - *SAAS-based Accountancy startup*: UX/UI validation and front-end development for the SAAS product.
- **Worapay** - *Mobile Wallet startup*: UX/UI Design of marketing materials.
- **Firefly** - *Travel app*: UX Consultant for the product
- **Lloyds Bank** - *UK's Oldest Banking group* Workshop and design expert in their 2 day hackathon
- **Docuvo** - *SAAS-based document management startup*: UX design for the website and product.
- **MyNextRun** - *Helps runners discover and signup for running events*: UX/UI design of their event page.

### GREENSEED | CO FOUNDER & HEAD OF PRODUCT

Oct 2014 – April 2017 | London, UK

A platform for people interested in growing food to connect, learn, inspire and eventually sell-swap products. Did all things, startup (Product, User Experience, User Interface, Growth marketing, Strategy & investment).

## KEY SKILLS

### LEADERSHIP

- Design team organisational structure setup
- Recruitment
- Mentoring and UX Workshops

### STRATEGY

- Proof of Concept and Innovation
- Market Analysis
- Digital strategy and transformation
- Design principles
- Branding

### USER RESEARCH AND EVALUATION

- Contextual inquiries & ethnographic research
- Interviews and Observations
- Focus groups
- Diary studies & Surveys
- Card sorts and tree tests
- Expert & Participation-based evaluation
- Usability testing (local, remote or lab based)

### INFORMATION DESIGN

- Content strategy
- Information architecture
- Taxonomy design

### USER CENTERED DESIGN

- Personas
- User Scenarios and storyboards
- Emotional design

### INTERACTION AND USER-INTERFACE DESIGN

- User Journey
- Pattern library and design systems
- Wireframes and interactive prototypes
- Sketching and paper prototyping
- Responsive design
- App design for mobile and interactive UI

### ERGONOMICS FOR DESIGN

- Anthropometry
- Tasks Analysis
- Workspace Design
- Postural guidelines

## EXPERIENCE

### STARTUPBOOTCAMP FINTECH | ENTREPRENEUR-IN-RESIDENCE

#### (PRODUCT DESIGN)

2014-15 | London, UK

- Provided support and advise on Product design, User experience and applying Agile and Lean startup methodologies to 9 Fintech startups from 6 different nations while conducting series of workshop on Lean UX and best practices for Product Design.
- Some of my contributions:
  1. Delio ([deliowealth.com](http://deliowealth.com)): Helped to built the first prototype for their investment platform.
  2. StockViews ([stockviews.com](http://stockviews.com)): Advised on their complete app and coded their customer on-boarding process.
  3. Worapay ([worapay.com](http://worapay.com)): Designed all their marketing materials while piloting with Llyods bank.
  4. Cybertonica ([cybertonica.com](http://cybertonica.com)): Designed and developed their Website.
  5. BondIT ([bonditglobal.com](http://bonditglobal.com)): Evaluated their portfolio management app.
  6. Tradle ([tradle.io](http://tradle.io)): Advised on their product design as well as helped them with their investment deck.

### MICROSOFT & UCL INTERACTION CENTRE | USER RESEARCHER

2013-14 | London, UK

- Lead the user research for a Microsoft health project in collaboration with UCL Interaction Centre, Kent County Council and Meritum integrated care. The project aims to understand how technology can be used by carers to better respond and manage the needs of elderly people in a more efficient and effective way.

### AALTO UNIVERSITY SCHOOL OF SCIENCE | GAME DESIGNER

2011-14 | Helsinki, Finland & Remote

- Conceptualize and built a business simulation game
- Open source and played by over 500+ students
- Responsibility included front-end development, User research, User interface and Evaluation.

### ERICSSON RESEARCH | RESEARCHER

2012-13 | Helsinki, Finland

- Proposed a case for enterprise collaboration with IMS, Microsoft Lync and WebRTC for arbitrary datatypes
- Visualization of Cloud Media Server (CMS)

### NOKIA & AALTO MEDIA FACTORY | PACKAGING DESIGNER

2011-12 | Helsinki, Finland

- Created a delightful packaging experience for young adults living in urban area purchasing a hi-end smart device with sustainable values using UPM Grada (thin plywood) as a packaging material for premium consumer electronics.

### ABB & AALTO DESIGN FACTORY | PRODUCT DESIGNER

2010-11 | Helsinki, Finland

- Product designer to develop a sales and marketing tool with Android for ABB sales people.
- Collaborating the Human factors, UI design team and Scrum team.
- Research on new technology and knowledge on HVAC ACH550 drives by ABB

### AALTO UNIVERSITY, IOCL, BSNL & NET INFOSYS | DATA COMMUNICATION ENGINEER

2007-11 | India, Finland

Worked in various Labs as a Data communication engineer

## LINKS

Instagram://

@nomadiccre-

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LinkedIn://

arindradas

Github://

arindrakumardas

## MENTOR AND JUDGE

### CAMBRIDGE JUDGE LAUNCHPAD, UNIVERSITY OF CAMBRIDGE |

#### STARTUP MENTOR

December 2017 – Present | Cambridge, UK

Supporting the startup ecosystem at University of Cambridge

### MASSCHALLENGE | MENTOR AND JUDGE (PRODUCT AND USER EXPERIENCE)

July 2015 – Present | London, UK

MassChallenge is world's largest non-profit accelerator. I advise MassChallenge startups with product design and user experience. I am also the part of judging panel to select the top 90 startups from across the world out of 1500+ applications. So far I have advised the following startups:

- **WeTrack** ([wetrack.com](http://wetrack.com)): Project management software to manage large scale events.
- **TwoSigmas** ([twosigmas.com](http://twosigmas.com)): An online platform connecting educators with students through personal tutoring.
- **Metadrift** ([metadrift.io](http://metadrift.io)): Using Artificial Intelligence (AI) and Virtual Reality (VR) to transform video archives into immersive learning platforms.
- **Monizo** ([monizo.com](http://monizo.com)): A bank account for freelancers to manage their money and taxes efficiently.
- **Firesouls** ([firesouls.co.uk](http://firesouls.co.uk)): A SaaS marketplace that uses public procurement to match resources with local communities.

### ENTREPRENEUR FIRST | MENTOR (PRODUCT AND USER EXPERIENCE)

March 2017 – May 2017 | London, UK

Advising and mentoring few AI startups with Emotional design and Natural User Interface.

## AWARDS

Recipient of UCL Bright Ideas Award'15

Received EIT Digital Scholarship for two years full-time study

Awarded research grant from Ericsson Labs

## ACADEMICS: HCI RESEARCH PAPERS

**Emotion Recognition: Benefits and Challenges:** The project aims to increase the motivation for healthy adults doing squats by recognizing the affective state and providing feedback and personalized exercise plan... [Read more](#)

**Needs and challenges of informal carers caring for elderly people: Opportunities for Technology Design:** The aim of the study is to gain insights about the caring process of informal carers for the elderly person; the barriers they face; the strategies they use to overcome them; and the technologies they use... [Read more](#)

**Towards designing an interactive multi-player serious game for business education:** This paper investigates the learning effects on the students through this game. Feedback is collected from the students over a period of three years corresponding to three versions of the game... [Read more](#)

**Usability evaluation of Yammer website** This report evaluates the usability of the Yammer website based on the users' satisfaction, efficiency and effectiveness. The variables investigated during the study are error rate, task completion and task completion time... [Read more](#)

**Web-based real-time communication based collaboration: An evaluation study of the DataChannel** In this thesis we investigate the WebRTC DataChannel API. We design and implement two prototypes of a WebRTC based collaboration application... [Read more](#)

**Face parts prediction using artificial neural network from fingerprint:** This project presents a novel intelligent approach analyzing the existence of any relationship among fingerprints and face parts.... [Read more](#)