

# Arindra Das

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## EDUCATION

### DUAL DEGREE: UCL UNIVERSITY AND KTH UNIVERSITY

#### MSC. IN ICT INNOVATION

Specialization in Human Computer Interaction and Design  
Expected Oct 2015 | London, UK and Stockholm, Sweden

### AALTO UNIVERSITY (HELSINKI UNIVERSITY OF TECHNOLOGY)

#### MSC. COMMUNICATION

ENGINEERING (WITH DISTINCTION)  
Jun 2015 | Espoo, Finland

### SRM UNIVERSITY

#### B.TECH ELECTRONICS AND

COMMUNICATION ENGINEERING  
(FIRST CLASS)

Jun 2011 | Chennai, India

## LINKS

Github:// [arindrakumardas](#)

LinkedIn:// [arindradas](#)

Twitter:// [@nomadiccreature](#)

## SKILLS

### PROGRAMMING

HTML, CSS, JQUERY, BOOTSTRAP, JAVASCRIPT

### DESIGN & PROTOTYPE

SKETCHAPP, PHOTOSHOP (GIMP)  
PAPER PROTOTYPING, POWERPOINT,  
KEYNOTE, BALSAMIQ, MARVEL,  
INVISIONAPP, ARDUINO

### OTHERS

VISUALISATION, EXPERT EVALUATION,  
PARTICIPANT-BASED EVALUATION,  
USER-CENTRED DESIGN, INCLUSIVE  
DESIGN, EMOTIONAL DESIGN,  
PERSONAS, USER SCENARIOS, TASK  
FLOWS, SITE MAPS, HIERARCHICAL  
TASK ANALYSIS, CONTEXTUAL  
ANALYSIS, ANTHROPOMETRY,  
WORKSPACE DESIGN, SENTIMENT  
ANALYSIS, GROUNDED THEORY,  
ANALYTICAL INDUCTION,  
INTERVIEWS, OBSERVATIONS, FOCUS  
GROUP, BUSINESS PLAN, MARKET  
RESEARCH, COMPETITOR ANALYSIS

## EXPERIENCE

### STARTUPBOOTCAMP FINTECH | ENTREPRENEUR IN RESIDENCE (PRODUCT DESIGN, UX)

July 2015 – present | London, UK

- Working as EIR with 9 Fintech startups. Providing support and advise on product design, UX, User research, User Interface and applying agile and lean startup methodologies.

### MICROSOFT | USER RESEARCHER INTERN

Dec 2014 – Sep 2015 | London, UK

- (Part of UCL's strategic industrial partnership under the supervision of Dr. Nadia Berthouze) 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.

### COMIC RELIEF | UX CONSULTANT

Nov 2014 – Dec 2014 | London, UK

- Contractual work to conduct website evaluation for the British charity, Comic Relief (<http://www.comicrelief.com>)
- Recruited, facilitated and analyzed results for A/B testing of alternative designs for the Comic Relief website
- Provided usability insights and design recommendations to the Comic Relief team

### AALTO UNIVERSITY | OPEN SOURCE CONTRIBUTOR & RESEARCH ASSISTANT & GAME DESIGNER

May 2012 – Aug 2015 | Helsinki, Finland & Remote

- Conceptualize and built a business simulation game
- Consequently building & maintaining 4 versions
- Open source and played by over 300+ students
- Responsibility included front-end development, User research, User interface and Evaluation in a team of 2 people.

### ERICSSON RESEARCH | RESEARCHER

Nov 2012 – Aug 2013 | Helsinki, Finland

- Proposed a case for enterprise collaboration with IMS, Microsoft Lync and WebRTC for arbitrary datatypes
- Prototype implementation of P2P WebRTC DataChannel in Chrome and Firefox
- Performance analysis of 6 vendor specific collaboration tools, focused on non-media files.
- Visualization of Cloud Media Server (CMS)

## AWARDS

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| 2015 | Recipient of UCL Bright Ideas Award'15 for our venture idea    |
| 2014 | Winner of London E-Challenge undergraduate category            |
| 2013 | Received EIT Digital Scholarship for two years full-time study |
| 2012 | Awarded research grant from Ericsson Labs                      |