Arindra Das

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EDUCATION

INTERACTION DESIGN FOUNDATION
Professional education in User Experience and Interaction Design

DUAL DEGREE: UCL UNIVERSITY AND KTH UNIVERSITY
MSc. in ICT Innovation
Specialization in Human Computer Interaction and Design

AALTO UNIVERSITY (HELSINKI UNIVERSITY OF TECHNOLOGY)
MSc. Communication Engineering (with Distinction)

SRM UNIVERSITY
B.Tech Electronics and Communication Engineering (First Class)

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 built 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 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.

- EquityX - *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
- BookMyScan - *Diagnostic scans booking platform:* Website design and development
- PORT.im - *GDRP as a service startup:* Expert UX evaluation of the website and the product
- teach9 - *Online tutoring platform:* UX/UI Design of the product (Teaching portal)
- Predina technologies - *AI platform for predicting and mitigating risk in autonomous vehicles:* Story telling and visualization of the Investor pitch deck for Series A.
- Comic Relief - *Leading British Charity:*
  - Leading the usability sessions for comic relief (Red nose day) fundraising page.
  - Participation based user evaluation (Recruited, facilitated and analyzed results for A/B testing of alternative designs for the Comic Relief website)
- 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
- Docuvo - *SAAS-based document management startup:* UX design for the website and product.

KONSILEO | Lead UX Designer (Part-time)

August 2016 – Present | London, UK

Konsileo is an insurance tech startup, regulated by FCA, that 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.

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. Doing all things, startup (Product, User Experience, User Interface, Growth marketing, Strategy & investment).

PORTFOLIO

SKILLS

DESIGN & PROTOTYPE

PAPER PROTOTYPING, SKETCH APP, HTML, CSS, JQUERY, BOOTSTRAP, JAVASCRIPT, POWERPOINT, KEYNOTE, BALSAMIQ, MARVEL, INVISIONAPP, ARDUINO, PHOTOSHOP (GIMP)

OTHERS

VISUALISATION, EXPERT & PARTICIPANT-BASED EVALUATION, USER-CENTRED DESIGN, EMOTIONAL DESIGN, PERSONAS, USER SCENARIOS, TASK ANALYSIS, CONTEXTUAL ANALYSIS, ANTHROPOMETRY, WORKSPACE DESIGN, QUALITATIVE ANALYSIS, INTERVIEWS, OBSERVATIONS, FOCUS GROUPS

EXPERIENCE

STARTUPBOOTCAMP FINTECH | Entrepreneur-in-Residence (Product design)

July 2015 – Nov 2015 | 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`): Helped to built the first prototype for their investment platform.
    2. StockViews (`stockviews.com`): Advised on their complete app and coded their customer on-boarding process.
    3. Worapay (`worapay.com`): Designed all their marketing materials while piloting with Llyods bank.
    4. Cybertonica (`cybertonica.com`): Designed and developed their Website.
    5. BondIT (`bonditglobal.com`): Evaluated their portfolio management app.
    6. Tradle (`tradle.io`): Advised on their product design as well as helped them with their investment deck.

MICROSOFT | User researcher

Dec 2014 – Sep 2015 | London, UK

- Lead the user research for a Microsoft health project in collaboration with that 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. Later wrote my thesis

AALTO UNIVERSITY SCHOOL OF SCIENCE | Game Designer

May 2012 – Aug 2015 | Helsinki, Finland & Remote

- Conceptualize and built a business simulation game
- Responsibility included front-end development, User research, User interface and Evaluation.

ERICSSON RESEARCH | Researcher

Nov 2012 – Aug 2013 | Helsinki, Finland

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

ABB & AALTO DESIGN FACTORY | Product Designer

Nov 2012 – Aug 2013 | 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

LINKS

MENTOR AND JUDGE

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.

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

AWARDS

2017	Recognized by UK Government's exceptionally talented tech professionals
2015	Recipient of UCL Bright Ideas Award'15
2013	Received EIT Digital Scholarship for two years full-time study
2012	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