

# Arindra Das

arindra@humanxdlab.com

## EDUCATION

### UNIVERSITY COLLEGE LONDON (UCL)

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

### KTH ROYAL INSTITUTE OF TECHNOLOGY

MSC. IN INTERACTION  
DESIGN TRACK  
Stockholm, Sweden

### AALTO UNIVERSITY

MSC. COMMUNICATION  
ENGINEERING  
Espoo, Finland

### SRM UNIVERSITY

B.TECH ELECTRONICS AND  
COMMUNICATION  
ENGINEERING  
Chennai, India

## 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

## EXPERIENCE

### Senior User Experience (Service and Product) Design Consultant

Aug 2016 – Present | London, UK

As a consultant, I have worked with the following clients. I was engaged with these clients in different capacities depending upon their business requirements.

During this time, I had the opportunity to cover the complete end-to-end UX design cycle (hands-on) as well as hiring new design team members, providing mentorship, delivering design workshops and holding key strategic roles.

- **Yuvoh** | Lead the end-to-end design of Yuvoh's property investment and valuation portals (**Lead Product Designer**)
- **Open Data Institute (ODI)** | Worked with five (5) National Archives (International Government Organisations) on a Blockchain project (ARCHANGEL) (**Lead User Research**)
- **Innovify** | Innovative agency building complex digital products from MVP to Enterprise applications: - (**Strategy, Discovery Workshops, Lead UX Designer**)  
Clients:
  - **PayZilch** | FinTech (Payment)
  - **YachtDataBank** | DataTech (Yacht)
  - **MyFitScore** | Fitness (Workout)
  - **BOMADU** | Proptech
  - **BeforeWeMeet** | Dating
  - **Little Venice** | FinTech (Startup Valuation)
  - **Go Yoga** | Fitness (Yoga)
  - **Education Business Software** | EduTech (Repository and Management)
  - **ARM** | Chips and Semiconductors
- **Konsileo** | Lead the end-to-end design of Konsileo's Insurance broking platform. (**Lead Product Designer**)
- **WeTrack** | Event Management (**UX/UI Designer**)
  - I was advising WeTrack founders for 2 years during their MassChallenge journey and I finally had the opportunity to work with them to improve their on-boarding journey
- **Comic Relief** - Leading British Charity (**User Evaluation and testing**)
  1. This project was commissioned by WOW-Elite. I lead a team of four usability practitioners to execute the usability evaluation for comic relief's 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)

### CIEE COUNCIL ON INTERNATIONAL EDUCATIONAL EXCHANGE |

#### DESIGN THINKING/LEAN STARTUP INSTRUCTOR

Nov 2019 | London, UK

I have delivered series of lecture on the topic of Design Thinking, Design Sprints and the Lean start-up methodologies.

## KEY SKILLS

### 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

## RAINMAKING INNOVATION | ENTREPRENEUR-IN-RESIDENCE (UX)

Aug 2015 - Dec 2015 | London, UK

- Provided support on UX, design thinking and Lean startup methodologies to 9 **Fintech** startups while conducting series of product design workshop.
- Some of my contributions:
  - Delio ([deliowealth.com](http://deliowealth.com)): Helped to built the first prototype for their investment platform.
  - BondIT ([bonditglobal.com](http://bonditglobal.com)): Evaluated their portfolio management app.
  - Tradle ([tradle.io](http://tradle.io)): Advised on their product design as well as helped them with their investment deck.

## FREELANCE PRODUCT DESIGNER

2014 – 2016 | London, UK

I've worked as a freelance product designer for **TAU Design, PORT.im, Lloyds Bank Hackathons, MyNextRun, StockViews, Worapay, Cybertonica, Firefly, Equity-x, Locpin, Worapay, Onkho, BookMyScan** and **Predina technologies**

## GREENSEED | Co FOUNDER & HEAD OF PRODUCT

2013 – 2016 | London, UK

Lead the Product for a platform for people interested in growing food to connect, learn, inspire and eventually sell-swap products.

## MICROSOFT & UCL INTERACTION CENTRE | USER RESEARCHER

Dec 2014 – Sep 2015 | London, UK

Lead the user research for a Microsoft health project in collaboration with UCL Interaction Centre and Kent County Council. 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.

## 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)

## AALTO UNIVERSITY SCHOOL OF SCIENCE | GAME DESIGNER

May 2012 – Nov 2012 | 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.

## ABB & AALTO DESIGN FACTORY | PRODUCT DESIGNER

2012 | Helsinki, Finland

Product designer to develop a sales and marketing tool with Android for ABB's HVAC ACH550 drives sales people.

## NOKIA & AALTO MEDIA FACTORY | PACKAGING DESIGN

2011 | Helsinki, Finland

- Designed a sustainable packaging for Nokia Lumia.

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

2008 – 2010 | India

Worked in various labs as a Data communication engineer

## LINKS

LinkedIn://arindradas

## REFERENCES

Maulik Sailor  
Founder and CEO  
Innovify

Gene Vayngrib  
CEO (Co-founder)  
Tradle

Gareth Lewis  
CEO (Co-founder)  
Delio

Paul Thomas  
Digital Advisor  
Microsoft

## MENTOR AND JUDGE

### 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 UX. I am also the part of judging panel to select the top 90 startups from across the world out of 1500+ applications. Some of the successful startups I have advised are as follows:

- **WeTrack ([wetrack.com](http://wetrack.com))**: Project management software to manage large scale events.
- **Klydo (<http://klydo.ai/>)**: Using Artificial Intelligence (AI) and Virtual Reality (VR) to transform video archives into immersive learning platforms.
- **Coconut (<https://getcoconut.com/>)**: A bank account for freelancers to manage their money and taxes efficiently.

### CAMBRIDGE JUDGE LAUNCHPAD, UNIVERSITY OF CAMBRIDGE | STARTUP MENTOR

December 2017 – Present | Cambridge, UK

Supporting the startup ecosystem at University of Cambridge

### 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

Recognized by UK Government's exceptionally talented tech professionals  
Recipient of numerous design Awards  
Received European Union Digital Scholarship  
Awarded research grants 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](#)