Arindra **Das**

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EDUCATION

UNIVERSITY COLLEGE LONDON (UCL)

MSc. major Human Computer Interaction
London, UK

KTH UNIVERSITY

MSc. major Interaction Design and minor entrepreneurship
Stockholm, Sweden

AALTO UNIVERSITY

MSc. major Network Tech.and minor software design
Espoo, Finland

SRM UNIVERSITY

B.Tech Electronics & Communication
Chennai, India

KEY SKILLS

- UX Design (user-centered design, persona, customer journey, service blueprint, etc.)

- User Research and Evaluation

  - Formative and Summative
  - Qualitative (Ethnography, Interviews, Observations, Surveys etc.) & Quantitative (data analytics)
  - Expert & Participatory Usability test (incl. remote)

- Interaction Design (sketch, prototyping)

- Information Architecture (IA)

- UI/Visual Design (incl. mobile, animation, branding)

- HTML5/CSS3/JavaScript; Bootstrap & APIs, Github

- Sketch, Figma, Adobe, Zeplin, Invision, Principle

EXPERIENCE

User Experience Designer (Product, Service, User Research) Aug 2016 – Present | London, UK

As a design practitioner, I specialise in service innovation and product design. I have worked with a wide range of clients ranging from startups, enterprises, agency, charities and government organisations.
(20+ projects; 4+ native & 8+ responsive apps design)
Some of the highlighted projects are as follows:

- YUVOH | Lead UX Designer

  - Worked with a distributed team of data scientist, PM and programmer to design Yuvoh's property investment & valuation platform;
  - Creating effective information architecture using sitemap and card sorting; and
  - Established Design Systems (incl. style guide) with Atomic guidelines

- OPEN DATA INSTITUTE (ARCHANGEL) | Lead User Researcher
  - Worked on a sensitive archival project with technologies such as Blockchain and Machine learning algorithms;
  - Conducted end-to-end user research study; planning, recruitment, execution, analysis and delivery; and
  - Negotiated with senior stakeholders involving five international National Archives (USA, Australia, Estonia, Norway and UK.

- INNOVIFY - Digital Agency | Lead UX Designer
  Innovify is a digital transformation agency building complex digital products from MVP to Enterprise applications.
  Worked on 13+ projects (PayZilch, MyFitScore, GoYoga, BOMADu, BarnsOnFarms, YachtDataBank, LittleVenice, EdBC, PerDoc, HirePay, Remoovaz, BeforeWeMeet, ARM Refundease)

  - Lead the UX /UI design across multiple projects including strategy, planning, stakeholder management, discovery workshops and design sprints;
  - Rapid Prototyping/Proof of Concept using Invision Freehand, Sketching etc.;
  - Capturing business vision using Lean Canvas, Competitive Matrix, Kano Model etc.;
  - Conducting and facilitating design workshops, brainstorming (HMW) sessions etc.;
  - Demystifying service & product level views through service blueprint, job to be done, personas, user journey, process flows etc.;
  - Experience collaborating with engineers in an agile delivery environment (incl. remote teams)

- COMIC RELIEF | Lead Usability Researcher

  - Planned and managed end-to-end user evaluation study; and
  - Lead a team of usability practitioners and mentored colleagues;

Other clients: Rainmaking Innovation (**Delio**, Tradle, Lloyds Bank and Worapay), Konsileo, WeTrack, PORT.im, and Locpin.

TEACHING

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.

LINKS

LinkedIn
Portfolio

REFERENCES

Prakash Pilley
CoFounder and Product lead
Innovify

Paul Thomas
Digital Advisor
Microsoft

Manish Shah
Founder and Director
Yuvoh

Gene Vayngrib
CEO (Co-founder)
Tradle

Gareth Lewis
CEO (Co-founder)
Delio

GREENSEED | CO-FOUNDER / PRODUCT & DESIGN

2016 | London, UK

Responsible for end-to-end service innovation and product design for food growing & sharing platform. Managed a team of 8+, reached an audience of 80,000+; successfully raised investment worth £250K.

FREELANCE PRODUCT DESIGNER

2012-15 | London, UK

UX/UI Design projects, clients include: **TAU Design**, **MyNextRun**, **StockViews**, **Cybertonica**, **Firefly**, **EquityX**, **Locpin**, **Onkho**, **BookMyScan** and **Predina technologies**

RAINMAKING INNOVATION | DESIGNER-IN-RESIDENCE (SERVICES AND PRODUCT)

2015 | London, UK

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

MICROSOFT | USER RESEARCHER (VIA UCL)

2014-15 | London, UK

Planned, developed and carried our initial user research for elderly people with Long term conditions (dementia, Cancer etc.)

ERICSSON | INTERACTION & VISUALISATION. (RESEARCHER @ MULTIMEDIA TECHNOLOGIES)

2012-13 | Helsinki, Finland

Worked in developing proof-of-concept (prototype in code) 2 web apps (a WebRTC prototype and Visualization of a Cloud Media Server)

AALTO SCHOOL OF COMPUTER SCIENCE | INTERACTION DESIGNER (RESEARCH DEPT.)

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.
- Front-end (HTML/CSS/JS, Ruby)

AALTO DESIGN AND MEDIA FACTORY | UX DESIGNER

2011 | Helsinki, Finland

As a graduate student at Aalto University, I engaged in building proof-of-concept/MVP for various industry-led projects with clients such as ABB, NOKIA etc.

IOCL, BSNL & NET INFOSYS | DATA COMMUNICATION ENGINEER

2008-10 | India

Worked in various labs as a Data communication engineer

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`): 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**: `http://dasbin.com/research/emotion.pdf`

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**: `http://dasbin.com/research/carers.pdf`

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**: `http://dasbin.com/research/game.pdf`

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**: `http://dasbin.com/research/yammer.pdf`

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**: `https://aaltodoc.aalto.fi/handle/123456789/12907`

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**: `http://dasbin.com/research/ann.pdf`