

Arindra is a Senior UX (Service + Product) Designer. Arindra has experience working with multinational corporations (Ericsson, Microsoft, Nokia, ABB, ARM etc.); government (National Archives as part of ODI) and non-profit organisations (Comic relief); agency (Innovify, TAU design); and startups.

He is also a mentor to numerous early-stage startups and accelerators (such as Cambridge Launchpad, MassChallenge etc.), where he shares his insights on how to design products to solve human problems and create value through effective user research practices.

Over the 9+ years, he has worked with more than 50+ projects and help raise more than £12+m in funding.

Arindra holds three Master's degree in the field of computer science, telecommunication, cognitive psychology and design including a Dual Masters in HCI.

His education has provided him with practical research tools to conduct and deliver high standard user research work. He is trained with the knowledge of multimodal technologies (GUI, AR/VR, NUI, Sound, Gesture, AI & Blockchain etc.). He has contributed & published to numerous academic research papers in the field of HCI.

As an engineer turned designer, Arindra understands the execution mindset alongside design thinking, advocates data-driven research and is comfortable working on the complete design cycle.

Note: Arindra is previously been DBS cleared (2014) for working with vulnerable groups while working in a project with Microsoft and Kent County Council.

## USER CENTERED DESIGN

Personas  
User Scenarios & storyboards  
Emotional design

## ERGONOMICS FOR DESIGN

Anthropometry  
Tasks Analysis  
Workspace Design  
Postural guidelines

## INTERACTION AND USER INTERFACE DESIGN

User Journey  
Pattern library and design systems  
Wireframes  
Interactive prototypes/UI  
Sketching  
Responsive design  
Native design

## INFORMATION DESIGN

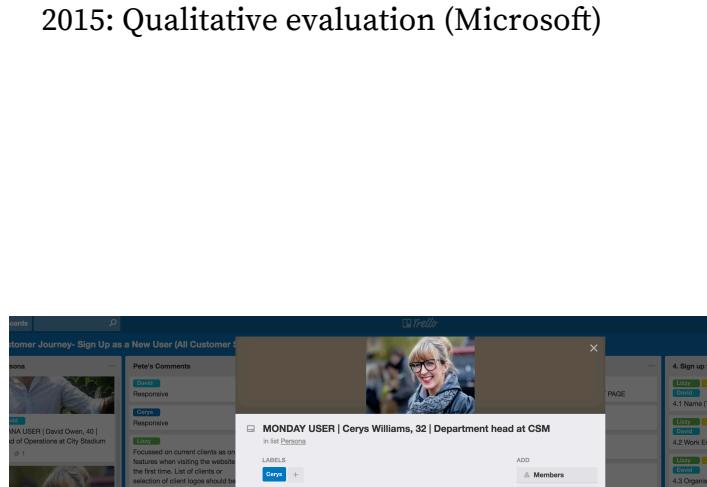
Content strategy  
Information architecture  
Taxonomy design

## USER RESEARCH AND EVALUATION

Contextual inquiries  
Ethnographic research  
Interviews & Observations  
Focus groups  
Diary studies & Surveys  
Card sorts & tree tests  
Expert evaluation  
Participatory evaluation  
Usability testing (incl. remote)

## STRATEGY

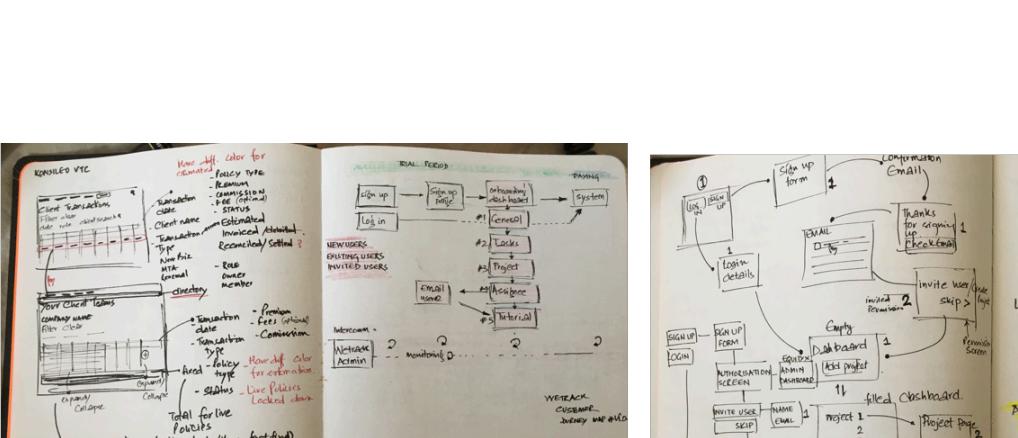
Proof of Concept and Innovation  
Service Design  
Market Analysis  
Digital strategy and transformation  
Design principles  
Branding



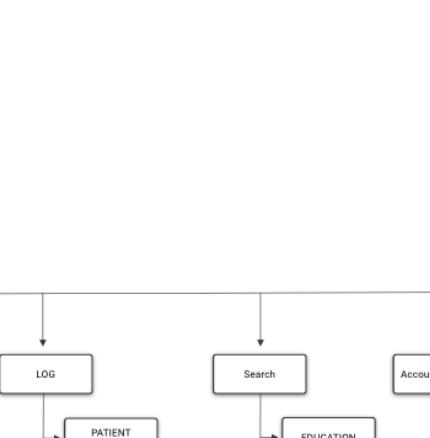
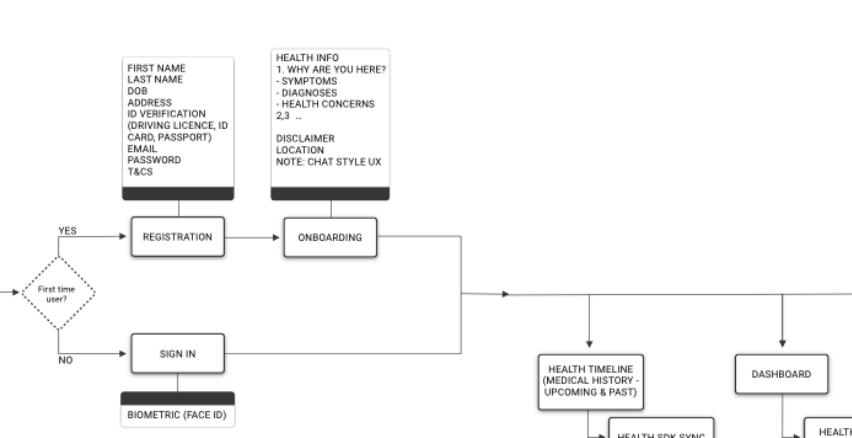
2015: Qualitative evaluation (Microsoft)



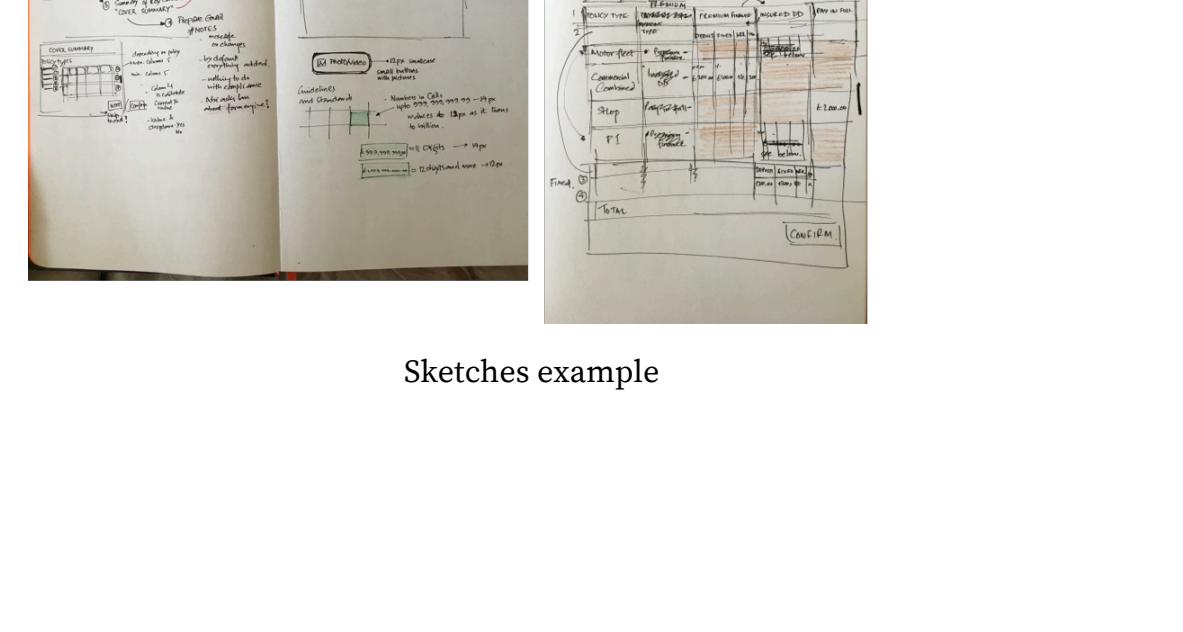
2017: Storyboarding (Konsileo)



2018: Running Design Sprint for a Insurance client



2018: Persona Creation examples



Sketches example



Process flow example



Color palette



Wireframing example

Wireframe

Grids

Desktop grid for 1170px

Container width: 1170px

Column width: 70px (8 columns)

Margin: 15px (both sides)



Style guide example



Customer journey example

Customer journey