

# ROHAN DAS

Adaptable. Resourceful. Inquisitive.

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704. 957. 9553

## EDUCATION

### University Of North Carolina, NC

Master of Science in Information Technology  
Concentration in HCI  
Aug 2018- Dec 2019

### Manipal Institute of Technology, India

Bachelor of Technology in Civil Engineering  
Recipient of SBI Scholarship  
Aug 2011- May 2015

## SKILLS

### Methods

Interviews  
Wireframing  
Storyboarding  
Journey Maps  
Survey Design  
System Design  
Usability Testing  
Rapid Prototyping  
Data Analysis  
Data Visualization  
Business Analysis  
Information Architecture  
Qualitative & Quantitative Research

### Tools

Unity3D  
JIRA/ Slack/ Zeplin  
Adobe Creative Suite  
Balsamiq/ Figma/ Trello  
Sketch/ Marvel/ Invision  
Tableau/ PowerBI/ QlikView  
Pendo/ UserZoom/ Qualtrics

### Programming Languages

HTML/ CSS  
Python/ R/ VBA  
SQL/ NoSQL/ Git  
JavaScript/ jQuery

### Languages

Oriya  
Hindi  
English

## EXPERIENCES

### ADP LLC, USA (Parsippany, NJ)

UX Researcher II | Mar 2020 – Present

- Work with Design, Engineering, Product, and Marketing to build in research at multiple stages of the product development process and manage research projects as an Individual Contributor.
- Synthesize both large and small volumes of data to drive for integrated insights.
- Help to develop and track quantitative measures of user experience.
- Deliver timely and tangible findings and prioritized recommendations to stakeholders and manage expectations/scope creep/risks.
- Evangelize the use of rigorous statistical tests and quantitative methods across teams.

### Ahold Delhaize USA (Salisbury, NC)

UX Intern Co-op | May 2019 – Dec 2020

- Redesigned Info-Sec dashboards to improve adoption & usability by over 70%.
- Used JavaScript data visualization libraries (e.g. ChartJS, ThreeJS, Highcharts) to build interactive data visualizations.
- Created rapid prototypes to validate design concepts with stakeholders.

### WipiWay LLC (Charlotte, NC)

UX Researcher (Part-time) | May 2018 - April 2019

- Identified the needs & managed the research process from start to finish, by working cross-functionally with design & engineering teams.
- Conducted interviews to define user needs & personas and usability sessions to produce high fidelity mockups.
- Created reports detailing usability issues and ratings, data, evaluations and design recommendations for stakeholders.

### IDFC First Bank (Mumbai, India)

Asst. Manager – IT Ops | Nov 2017 - April 2018

- Led the effort & developed a concise and user-friendly UI for the Core Banking platform's reporting module according to the new standards, also enhancing UX by intuitive flows and appropriate system feedback.
- Improved efficiency of lending operations, eliminated resource overlap, and reduced costs by over 10% per quarter for the Loans team.
- Assisted in forecasting, resource planning, identification, and schedule training sessions.

### KPMG India (Bangalore, India)

Analyst - Reporting & Solutions | Jan 2016 - Jun 2017

- Designed and developed Web-based Dashboards using HTML5, CSS3, and JavaScript libraries Vue.js & D3.js
- Responsible for the overall layout design, color scheme of the dashboards and for creating detailed wireframes & process flows.
- Led workshops, design and documented technical solutions that were aligned with the client's business objective

### Aryaka Networks (Bangalore, India)

Research Analyst | Jun 2015 – Nov 2015

- Designed and developed reusable infrastructure modules like Authentication, HTTP Handler and Exception Handling for the web application using Angular 4.
- Assisted in Design and development of an end-to-end network-based application to store and catalog Research Insights.