

ROHAN DAS

Adaptable. Resourceful. Inquisitive.

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EDUCATION

University Of North Carolina, NC

Master of Science in Information Sciences
Concentration in HCI, UI/UX
Design & Research
Expected Graduation Dec 2019

Manipal Institute of Technology, India

Bachelors in Civil Engineering
Recipient of SBI Scholarship
Aug 2011-2015

SKILLS

Design Methods

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

Tools

Sketch
Marvel
Invision
Balsamiq
Unity3D
Tableau
QlikView
PowerBI
Adobe Creative Suite

Programming Languages

HTML/CSS
JavaScript/jQuery
Node/React/Vue/D3
Python/ R/ VBA
SQL/ NoSQL
Git/JIRA/Slack

Languages

English
Hindi

EXPERIENCES

Ahold Delhaize USA (Salisbury, NC)

UI/UX Intern | May 2019 - Present

- Redesigning C-Level Enterprise dashboards to significantly increase Usability.
- Mapping User Journey of as-is business processes and of to-be processes.
- Creating rapid prototypes to validate design concepts with stakeholders.

WipiWay LLC (Charlotte, NC)

UX Researcher | May 2018 - April 2019

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

IDFC First Bank (Mumbai, India)

Asst. Manager – Reporting | Nov 2017 - April 2018

- 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 and reduced costs by 10%.

KPMG India (Bangalore, India)

Analyst - Reporting & Solutions | Jan 2016 - Jun 2017

- Designed and developed Web-based Dashboards using HTML5, CSS3, and JavaScript libraries Veu.js & D3.js
- Responsible for the overall layout design, color scheme of the dashboards and for creating detailed wireframes & process flows.
- Used RWD (Responsive Web Design) techniques to enhance user's behavior based on screen-size, platform, and orientation.

Aryaka Networks (Bangalore, India)

Research Analyst | Jun 2015 – Nov 2015

- Developed individualized strategy proposals for the MPLS business line by rigorous user study, market trends analysis, recommending firm's marketing process and future strategy,

PROJECTS

HR Dashboard for Continental Tires

Front End Developer | Aug 2018 – Dec 2018

- Developed a embedded analytics dashboard for the East Coast Recruiting team of Continental Tires to increase usability.
- Conducted extensive User Research to understand critical pain points.

SOUS CHEF

UI Designer | Jan 2019 – April 2019

- Developed prototypes of a co-creative mobile application to assist in cooking.
- Under took various User research & needfinding studies.
- Created Personas and defined Use Cases.
- Created Sketches and Wireframes.