

Mobile:
+919900594104

Skype:
kaushik_ghosh_hfi6343

Email:
kaushiktghosh10@gmail.com

LinkedIn:
<http://in.linkedin.com/in/kaushiktghosh>

Resume

EXPERIENCE SUMMARY

Graduated from the 'National Institute of Design' (NID) Ahmedabad, India as a communication design professional and associated with Industrial Design Center (IDC), Indian Institute of Technology, Bombay on HCI (Human Computer Interaction) and User Centered Design projects. 12 years of experience in the industry working mainly in the area of 'user centered systems design', 'user research & ethnography', 'interaction & user experience design' and 'strategic design research & innovation'. Work experience mostly comprises of consulting with the global corporations who develop IT & Telecommunication products & services. Some of the major projects were handled for Media Lab Asia (Media Lab MIT), HP Labs Asia, Hewlett Packard, Intel Research & Microsoft Research. Extensive experience in products & service experience design in various domains such as Finance & Banking in research & strategic consulting to clients like HSBC, RBS & Westpac Bank Australia. Actively involved, in the past, with 'India CHI' (West India chapter of ACM SIGCHI), and Indic Computing (India-Linux) initiative in India. Managed a countrywide program for Indo-European Systems Usability Partnership (IESUP) and have been a research assistant of a doctoral project for University of Washington, Seattle; and Institute of Design, Illinois Institute of Design, Chicago. Also worked as a consultant to various technology, media and IT start ups, in the area of 'User Experience Research, 'Design & Evaluation' of offerings based on web, PC & Mobile. Currently leading the Experience Design function at Intuit India Development Center for various target markets such as US, UK, Singapore, India.

SPECIALITIES

- Design Thinking, Lean UX, Innovation Landscaping, Strategic consulting to redefine Customer & Market Understanding; Business models, Go-to-Market strategies & Process Design
- Manage and conduct User Centered Design Research Projects, Develop Business Cases, Business Analysis, Processes & Methodologies for customer centered innovation
- Engage with the Multidisciplinary or Cross Functional Research Programs, R&D Functions or Work Groups
- Develop User Centered Design Methodologies, Knowledge Management for User & Product Research & Usability Best Practices
- Own & Manage Leadership Initiative of Program management, Knowledge Partnerships and Vendor Management

SKILL SETS

- Contextual Inquiry, Consumer Ethnography, Qualitative & Anthropological Research methodologies, Qualitative and Projective techniques of data gathering, Collaborative

Prototyping and Participatory design

- Creating design research methodologies, Creating user research framework from secondary data, project brief & Stakeholder Interviews; Sample design methods: Prioritization of target sample, sample weighting & Research design
- Various methods of user data analysis: Affinity Analysis, Scenario Walk through, Brainstorming Workshops, Contextual Task Analysis, Opportunity Clusters and Concept Generation
- Building Use Cases and Work Models, User experience modeling & analysis
- Usability Evaluations: Heuristic Evaluation, Cognitive Walk-through, Persona design & Scenario building, User Task Analysis, Usability Testing, Task Model Redesign, Testing protocol design
- Localization & Internationalization, Constructing market or user segment "Cultural Dimensions"
- Information Architecture design & analysis, Classification, Categorizations & Schema, Taxonomy, knowledge structures & knowledge networks
- Cross Functional and Cross Product management, managing process, people and teams, bringing engineering, design, marketing or business teams together to manage end to end design cycles;
- Measuring user experience process output and quality of experiences across various markets, products, customer touch points & process through developing effective metrics and scorecards

WORK EXPERIENCE

Aug 10 – Present – Intuit (NASDAQ: INTU)

Working as Principal Interaction Design & Innovation, Leading and managing innovation programs for a Center of Innovation & Experience Design Excellence out of Intuit India Development Center. Key responsibilities include bringing in creative synergies, & evangelizing design sensitivity among different technology, product & platform work groups that ultimately produce delightful experiences for the end customers of Intuit offerings across US & global markets (Singapore, UK, Canada, India). Responsible for creating customer centric experiences for different usage contexts, roles & delivery channels (Web, Mobile, Cloud) using Intuit's renowned 'design for delight' (Design Thinking) methodologies (<http://hbr.org/2011/06/the-innovation-catalysts/ar/1>)

Sept 08 – Dec 09 – Capgemini FS GBU, APAC for HSBC Group PLC

Worked as a Sr. Lead Consultant for the clients in the Asia Pacific region. Engaged with HSBC Global User Experience groups, located across Hong Kong, UK, U.S. & Canada for transforming HSBC Customer Research & Knowledge Management processes, contributing to the global practices and liaising with the Core Business Team at HSBC Group. Some of the strategic customer experience projects included "Multi-channel Customer Experience Review Framework" for multiple global regions; Global Customer Experience Management Dashboards for MIS related Balance Score Cards etc. Also contributed to managing working relationships and project sourcing from other clients such as RBS & Barclays.

Aug 07 – Sept 08 – Gridstone Research

Worked as User Experience Architect, responsible for the full cycle design, evaluation and architecture of the knowledge products for the research platform for a bay area start-up called Gridstone Research, located in San Mateo, CA. Gridstone is a 'company research' platform that helps Investment Analysts make better investment decisions, faster. Using semantic reasoning & expert systems, Gridstone assembles, analyzes and structures unstructured company information into guidance & analytics and presents it thru' an RIA platform with power research tools to its prospective users. Gridstone caters to the Institutional Investors, Mutual Funds & Hedge Funds and Management Consultants in the financial markets in the U.S EU and Far East (Japan, Korea and China).

Oct 06 - April 07 - Capsilon Technologies India (subsidiary of Capsilon FSG, San Diego, CA)

Worked as a senior member of the Product Management Team with Capsilon Technologies, a Silicon Valley based SAAS service provider focused on U.S. Mortgage Banking Industry. Key responsibilities have been User Data Gathering, UI structuring & Wire Framing, UI Spec release, User testing and evaluation. Learned product management processes & team collaboration methods. Focus of the work was mainly on understanding U.S. debt and mortgage market eco-systems; observing actors like risk analysts & underwriters, analyzing key workflows & documenting business requirements for the target markets (U.S & EU).

Nov 03 – Jul 06 - Human Factors International

Worked as a Sr. Researcher – Design Research & Contextual Innovation at the ‘Center for Excellence for Design Research and Contextual Innovation’ at HFI. Have been a member of the team providing strategic design research & innovation as a consultancy based services to global corporations who develop IT & C products & services for the emerging new markets as well as traditional developed markets. Work mainly involved leading into areas of inquiry with R&D focus for these organization and partner with their research teams to study user behavior, interactions, usage context and market dynamics; and provide recommendation for completely novel, more useful and effective design solutions. Some of the key projects in this area were done for Hewlett-Packard Labs, Intel Research, Nokia Research, etc

Feb 02-Oct 03 - Media Lab Asia (Media Lab MIT, Asia Chapter)

Worked as a research associate at Media Lab Asia under Michael Best, e-Development Group, Media Lab MIT. Conducted contextual design research for the appropriate interface for functionally illiterate users of microfinance systems & processes in rural India. Some of the design projects involved developing low-cost handheld mobile computing devices with context-specific applications and services for the local communities supporting informal banking, micro- enterprise and trading processes in Indian villages.

Jan 01 – Jan 02- EU initiative for Asia ICT

Worked as Program Management Head India, IESUP (Indo-European Systems Usability Partnership). This was a joint program by CSI (Computer Society of India), British Computer Society, Uppsala University, Vrije Universiteit, Interaction Design Centre - University of Limerick Ireland, Convivio Research Net, Italy and various other European Union academic and research organizations, under the EU Asia ICT initiative. Responsibilities included organizing & promoting HCI & User Centered Design in India. Chaired the program committee for IHCI 2004, an HCI conference, held in Bangalore, India

Other experiences - Research Associate with Ekgaon Technologies

Been involved with the research fieldwork for the doctoral thesis of Mr. Tapan Parikh, assistant professor, School of Information, UC Berkeley (then doctoral candidate of Dept. of Computer Science, **University of Washington, Seattle**), in the area of developing a Mobile Camera based physical-digital hybrid information management and retrieval system (CAM) for the semi-literate rural community users of Tamil Nadu, South India. This project was sponsored by Microsoft Research India.

Other experiences - Institute of Design, Illinois Institute of Technology

Worked as a Design and Research associate in India for the DBOP (Design for the Base of the Pyramid) project initiated by the **Institute of Design, Illinois Institute of Technology, Chicago**. This project is supported by Prof. C. K. Prahalad, Sam Pitroda (WorldTel), Allen Hammond, Stuart Hart (WRI) et. al. The project aimed to create a platform for ‘Sustainable Low cost Services’ innovation and develop strategies and concepts for new products, services and businesses capable of generating sustainable developments in low-income slum inhabiting communities in India, Brazil, Venezuela, Kenya and Indonesia. The project encouraged corporate patronage through CSR & Blue Ocean Strategy from P&G, Hindustan Lever, HSBC, Pitney Bowes, ICICI Social etc.

FEATURED PROJECTS

1. **Research & Design of a numeric interaction platform for the semi-literate micro finance user groups in rural India** - Digital Village Group in Media lab Asia (Asia chapter of Media Lab MIT)
2. **Ethnographic study of User Needs & Usage Pattern for a Mass Computing Device for Middle Tier India** – Joint study by *Intel & Hewlett Packard*
3. **Consumer Profiling & Persona Development for Middle Tier India & the emerging BRIC (India as pilot)** – *HP Labs, Asia*
4. **Design for the Bottom of the Pyramid** - Institute of Design, Illinois Institute of Technology, Chicago.
5. **Field Study & Research for innovation triggers in the Personal Consumption Environment in the Lower Middle Income India** – *Philips Design laboratory*
6. **Design & Research of a physical-digital hybrid system through ‘encoded paper forms’ and ‘mobile camera recognition’ for the micro finance community users in rural India** –Doctoral Research Project, *University of Washington, Seattle and Ekgaon Technologies*
7. **Understanding Very Small Businesses & Preparing Research Data Dashboard** - Retail, Wholesale, Manufacturing in the Emerging Markets (India, China, Brazil) - *Intel Corporation*
8. **Complete design & Roll Out of a Customer Experience Evaluation Toolkit** - Heuristic Framework for Multiple Self Service Banking channel evaluations (Web, Mobile, ATM, IVR) for 14 countries & regional operations of *HSBC PLC*
9. **Finding Consumption Relevance in Emerging Markets like India for Processed Food & Beverages** with the Semi-Urban Consumers – Open Ended Market study for *PEPSICO International*

PERSONAL INTEREST

Being an explorative person in nature, I am always observing, listening & interested to hear what other’s say and communicate non-verbally. I love travelling, photography, storytelling and collecting local artifacts. I am a collector of folk music from different communities, religious groups & ethnic sections and an enthusiast for environmental preservation.

I mostly spend my non-working hours with my family. I have a two-year-old son who keeps me busy when I am at home.

Addendum

ACADEMIC ENGAGEMENTS

1. Participated and presented in annual interface design competition “Interface Design ‘95”, organized by Human Computer Interaction Research, Apple Inc. USA
2. Attended training on “IEEE Recommended Practice for System Engineering and Architecture for Software Intensive Systems, Std 1471” [‘03] and “Use Cases for Requirements Specification, Estimation & Testing”, organized by Computer Society of India
3. Secretary Program Committee for IHCI 2004 Bangalore organized by CSI, Indo-European Systems Usability & British HCI Group. Conference Sponsors: SAP; Conference Affiliation: ACM, IFIP
4. Reviewer for IFIP - Working Group 13.2 conference: 'Human Centered Software Engineering

Working Conference', with UPA & IEEE Computer Society, June 2005

5. Reviewer for ACM SIGCHI conference on Human Factors in Computing, CHI 2005, Portland

PUBLICATIONS

1. Parikh, Ghosh and Chavan, *Design Studies for a Financial Management System for Micro-credit Groups in Rural India*; Proceedings of ACM Conference on Universal Usability 2003, November 10-11, 2003, Vancouver, BC, Canada - *Best Paper Award*.
2. Apala Chavan, I Ghosh and Tapan Parikh, *Design Considerations for a Financial Management System for Rural, Semi-literate Users*, Short Paper, Proceedings of ACM Conference on Computer-Human Interaction CHI 2003, April 5-10, 2003, Fort Lauderdale, Florida.
3. Andrew Smith, University of Luton, UK; I Ghosh, IESUP, India; Anirudha Joshi, IIT Bombay. *Usability and HCI in India: cultural and technological determinants*; S89 - Usability Engineering in Industry - Overcome Obstacles and Start Up New Territories: Promoting Usability Engineering in New Territories - I, HCI International 2003, Crete, Greece.
4. Ghosh I, Smith Andy; *Indo-European partnership to promote HCI and usability issues in the Indian IT industry and academia*. Extended Abstracts Dev. Consortium, ACM CHI 2004, Vienna, Austria
5. Ghosh I, Chavan Apala; *Collaborating on ethnography & design research: Centre for ethnography & contextual innovation at HFI*. Extended Abstracts HCI Overview, ACM CHI 2004, Vienna, Austria
6. Parikh, T., Javid, P., Sashikumar, K., Ghosh, K. *Mobile Phones and Paper Documents: Evaluating a New Approach for Capturing Microfinance Data in Rural India*. Accepted for the proceedings of ACM CHI 2006, Montréal
7. Parikh, T., Javid, P., Sashikumar, K., Ghosh, K., Toyama, K. *Understanding and Designing for Intermediated Information Tasks in India*. Accepted for Special Issue on Emerging Economies, IEEE Pervasive Computing Apr – June '06
8. Ghosh, K., Chavan, A. *Making More Sense of End User Data in Global Ethnographic Research for Remote Knowledge Sharing*. IWIPS (International Workshop on Internationalization of Products and Systems) 2006, Kansas
9. Ghosh, Kaushik, Bhalla, Kapil, *Hyde Park Speaker's Corner: A freethinking environment for engineers to overcome creativity barriers and harness powers of design thinking & customer empathy*. Poster presentation for Innovation Educator's Conference (IEC 2011), Center for Leadership, Innovation & Change, Indian School of Business, Hyderabad, India 2011
10. Ghosh, Kaushik; Rangdal, Sneha. *Designing Micro-Participation to Increase Effectiveness of Corporate Volunteering or Corporate Social Responsibility Programs*. Gold Award winner in Professional (Social Media & Innovation), India UX Design Award, USID Foundation 2012

CITATION

1. Ramachandran D., Berkeley Institute of Design and Computer Science, Kam Matthew, Chiu Jane, Google Inc., Canny J., Frankel J., Frankel & Associates Inc.; *Social Dynamics of Early Stage Co-Design in Developing Regions*. Proceedings of ACM Conference on Computer-Human Interaction CHI 2007, San Jose, CA
2. Jonathan Donner, Microsoft Research India; *Research Approaches to Mobile Use in the Developing World: A Review of the Literature*, The Information Society, Volume 24 Issue 3, May 2008
3. Matthew Kam, Divya Ramachandran, Varun Devanathan, Anuj Tewari, John F. Canny; *Localized iterative design for language learning in underdeveloped regions: the PACE framework*, Proceedings of ACM Conference on Computer- Human Interaction CHI 2007, San Jose, CA
4. Indrani Medhi, S. N. Nagasena Gautama, Kentaro Toyama; *A comparison of mobile money-transfer UIs for non-literate and semi-literate users*, Proceedings of ACM conference of Computer Human Interaction - CHI 2009, Boston, MA

5. Matthew Kam, Aishvarya Agarwal, Anuj Kumar, Siddhartha Lal, Akhil Mathur, Anuj Tewari, John F. Canny; *Designing e- learning games for rural children in India: format for balancing learning with fun*, Designing Interactive Systems -DIS 2008
 6. Lilly Irani, Janet Vertesi, Paul Dourish, University of California, Irvine; Kavita Philip, Rebecca E. Grinter, Georgia Institute of Technology; *Postcolonial Computing: A Lens on Design and Development*; CHI 2010, Atlanta, GA
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