

# Satyajit Das

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## Objective

I have an experience of over four years in industry and academia in design of mobile, web-based and geographical information applications. I believe in a flexible approach that integrates perspectives from design, process and technology to create value for businesses. My interest centers on User Experience Design, Human-Computer Interaction, Computer Mediated Communications and social informatics.

## Academic Details

**Graduate School Program**      **Carnegie Mellon University**      (Exp grad: - Aug '10)  
MS in Human Computer Interaction

**Graduate School Program**      **University of California Irvine**      (Sep '07 – Dec '08)  
PhD program in **Informatics** (Interactive & Collaborative Tech) discontinued

**Undergrad School Major/ Minor**      **Indian Institute of Technology (IIT) Guwahati**      (May 2006)  
Communication Design / Interaction Design

**Relevant Courses**      HCI Methods, Social analysis of Computing, System Design, IxD seminars, Knowledge based UI, Design Management, Statistics, Psychology & learning, Human Factors, Ubiquitous Computing Interaction, Ergonomics, Usability.

## Skill Set

**Scripting**      JavaScript, Flash ActionScript, HTML/CSS.

**Operating Systems**      Mac, UNIX, Windows9x/NT/2000/XP and DOS

**Application Software**      Adobe Creative Suite, Microsoft Visio, Microsoft Office Tool, AutoCAD.

**UI Design & analysis**      UML, Task analysis, Contextual Inquiry, Persona creation, Focus group, GOMS modeling, Rapid prototyping, UI / Interaction specs, Design patterns.

**Usability Techniques**      Think-aloud protocol, Question-asking protocol, Cognitive Walkthrough, Heuristic Evaluation/Review, Usability Audit.

## Corporate Experience & Internships

**Sr. User Experience Designer.**      (Mar – Aug '09)  
Company – **Saba Software Inc. (Pune, India)**

- Design touch point for the 200 people product company. Collaborated with product management to gather requirements and development to ensure integrity of User Interface by authored style guides, design specs.
- Conceptualized the Information Architecture by creating Personas, Scenarios, Task Flows for the Compensation module of Saba's flagship Human Resource Management product suite.

**User Experience Architect, Usability Analyst.**      (Jun – Sep '08)  
Company - **Environmental Systems Research Institute (ESRI, Redlands, CA)**

- Designed the User Interface, Architecture of Business Analyst Online, a web-based solution that applies GIS technology to extensive demographic and business data to deliver on-demand analysis, reports and maps.
- Conducted end user studies for requirements gathering and performed usability evaluations of several in-house applications.

**Teaching Assistant, Research Assistant.**      (Sep '07 – Dec '08)  
Company - **University of California Irvine**

Courses taken - Software Engineering, Social Analysis of Computing, CSCW, and Human-Computer Interaction.

**User Interface Designer, Usability Analyst.**      (Jun '06 – July '07)  
Company - **Communication Design Group, Infosys Technologies Ltd. (NASDAQ: INFY)**

- Developed the first Web 2.0 institution wide framework for generic/specialized User Interface for e-commerce web-applications.
- I was part of the usability evaluation team, and conducted usability analysis and reviews for several in-house and external applications. (Both end users and heuristics)

**Communication Design - Student Researcher.**

(Jun - Jul '04)

Research Organization - **Industrial Design Centre, IIT Bombay, Mumbai**

- I designed a module for “Colors of India”, a project of International acclaim.

**Student Researcher.**

(May - Jul '05)

Research Organization - **User Centered Technologies, Fh-Vorarlberg, Austria**

- I conceptualized and developed the GUI of thermographic system for the detection of psychophysiological changes in usability analysis in Java (eclipse platform).

**Flash developer.**

(May - Jun '03)

Company - **Disha Online, Software Solution Firm, Raipur**

- Responsibilities - concept development, visualization, storyboarding, 2D & 3D animations, virtual tours and learned about the post-production work.

**Research Projects / Papers**

- **Ethnographic study of technology adoption of GPS:** To compare the difference between experienced and new users in using a GPS receiver while automobile driving and study their behavioral differences and usage pattern.
- **Guilds in World of Warcraft:** A Community of Practice – The paper details the diverse activities of collaboration in the guilds of World of Warcraft in the frame of Community of Practice.
- **Soccer Blogging:** A community for leisure activity forming a community of practice.
- **Comparative Study of Personalization and Adaptation Techniques in Websites:** E-Commerce, News, and Social Network Service.

**Important Projects**

- Capstone project with General Dynamics Viz is to define different levels of CoMotion (sense making platform) users and reduce barriers in visualization production, configuration and data import, moving towards a gentle slope learning curve that facilitates third party development.
- Service blueprint for the Future of News for Pittsburgh Post Gazette to discover gaps in daily rituals of students in order to create a news platform that facilitates dialogue toward moral discovery.
- Mobile Stock Portfolio Manager: -This mobile application aims at making the process of trading stocks via a broker transparent by allowing the user to get the latest rushes. This system also allows the user to manage his portfolio with trading details and transaction summary synchronized with an online system.
- Researching the possibilities of creating enhanced living experience through use of future technologies for human identification. (Creation of personas and scenarios depicting design of the whole experience)
- Usability evaluation and benchmarking of college journal and real estate journal.
- Creation of a Brand, Brand Identity for a Food Court on the IITG campus. (Scaled 3D Virtual Model created)
- Exhibition Design for Titan Watches. (Conceptualized & modeled a 1:9 scaled down 3D virtual model)
- Documentation of social artifacts of a nearby village in digital media to deliver the culturally enriching experience of viewing and deriving information about these artifacts in an environment walkthrough.
- Corporate Identity Design and Brand development for Alcheringa 2005 - The IITG Annual Cultural Festival. Designed the mascot (a rhino), information brochures for publicity & sponsorship, website, presentations.