ARKA GHOSH

User Experience Designer

✉ Email   ◮ Portfolio

in LinkedIn

Greetings! I am Arka, an enthusiastic USER EXPERIENCE DESIGNER with a relentless passion for CREATING MEANINGFUL SOLUTIONS . Welcome to my world, where INNOVATIVE TECHNOLOGIES and DESIGN PRINCIPLES converge to shape SEAMLESS EXPERIENCES.

With a deep understanding of USER PSYCHOLOGY, I strive to unravel the complexities of HUMAN BEHAVIOR AND ASPIRATIONS. Collaborating with diverse minds, I am driven to PUSH THE BOUNDARIES and REIMAGINE the way we interact with the digital realm.

Join me on this EXCITING JOURNEY as we explore new frontiers, challenge conventions, and create a BETTER WORLD together. Together, we can CRAFT EXPERIENCES that leave a lasting IMPACT AND MAKE A DIFFERENCE. Step into my portfolio and DISCOVER THE POWER OF DESIGN in transforming the ordinary into the extraordinary.

WELCOME TO MY WORLD OF UX DESIGN

✎ SKILLS

User Research and Analysis

- Market Research
- User Research
- Contextual Inquiry
- Competitive Analysis
- Statistical Analysis (SPSS)

Usability Testing and Evaluation

- Usability Testing
- User Feedback Analysis
- A/B Testing
- Heuristic Evaluation

Design and Concept Development

- Use Cases & User Scenarios
- Storyboarding
- Information Architecture

Collaboration and Communication

- Cross-functional Collaboration
- Stakeholder Management
- Effective Communication

Visual Design and Prototyping

- Wireframing
- Prototyping
- UI Design

Tools

- Adobe XD , Figma, Sketch
- Adobe Photoshop, Illustrator Adobe InDesign
- Adobe After Effects Adobe Premiere Pro Final Cut Pro Adobe Audition, FL Studio
- Basics- HTML, CSS, Java Script, Bootstrap
- Basics- Unity, Blender

WORK EXPERIENCE

Samsung Research Institute, Bangalore
UX DESIGN INTERN

Jan 23 - Present

- Working on IoT devices under Samsung's SmartThings
- Conducted contextual inquiry and competitive analysis
- Utilized research and design expertise to develop innovative product ideas
- Performed statistical analysis, created use cases and user scenarios
- Created storyboards, information architecture, wireframes, and prototypes
- Conducted usability testing to validate design decisions

Birmingham City University
SUMMER RESEARCH INTERN

May 22 - Aug 22

- Conducted in-depth exploratory research study on the perception of music and emotional responses in humans.
- Utilized a combination of primary and secondary research methods to gather valuable data.
- Developing a groundbreaking product for the music industry.
- Utilizing AI's assessment algorithms to enhance the music listening experience.
- Aim of the product is to accurately evaluate emotional responses to music.

Metricfeed Pvt Ltd
VISUAL DESIGNER

Mar 20 - Mar 21

- Gained valuable skills in social media content creation, video editing, professionalism, client management, and time management.
- Acquired expertise in video editing and scriptwriting, contributing to personal and professional growth.
- Developed proficiency in managing social media content and creating engaging materials.
- Enhanced professionalism through effective client communication and relationship management.
- Honed time management skills to meet project deadlines efficiently.

INTERESTS

I have a DIVERSE RANGE of interests and talents that extend beyond the realm of design. I am passionate about various creative pursuits, including VIDEO MAKING, PHOTOGRAPHY, MUSIC AND SOUND DESIGN, SCULPTING AND PAINTING, GUITAR PLAYING, AND EVENT MANAGEMENT. These hobbies not only fuel my creativity but also contribute to my holistic approach to design. They inspire me to THINK OUTSIDE THE BOX, explore NEW PERSPECTIVES, and bring a unique flair to my work. By engaging in these activities, I constantly SEEK INSPIRATION and strive to create INNOVATIVE EXPERIENCES that captivate and resonate with users

EDUCATION

MIT Institute of Design
2021- 2023

M.DES - USER EXPERIENCE DESIGN

MIT Institute of Design offers the M.Des in User Experience Design, where students are equipped with the skills and knowledge to shape the future of user experiences. With a focus on creativity, critical thinking, and practical projects, graduates emerge as industry-ready professionals, ready to make a significant impact in the field of UX design.

Himalayan University
2015 - 2018

B.SC PHYSICS HONOURS

At Himalayan University, I pursued a B.Sc Physics Honours degree. The rigorous coursework and practical experiments provided me with a solid foundation in the principles and theories of physics. Under the guidance of experienced faculty, I developed analytical thinking, problem-solving skills, and a deep understanding of the physical world.

ACHIEVEMENTS

STELLAR ACHIEVERS in Campus Placements (Batch 2023)

DISTINGUISHED PAPER AWARD - HIVE: An interface system design for Handloom Industry, ICoRD'23, IISc Bangalore