



PROSHONJIT MITRA

UX/PRODUCT DESIGNER | UX RESEARCHER

ONLINE PORTFOLIO

Web: www.proshonjitmitra.com

ABOUT ME

With over 5 years of work experience, I combine my strengths acquired from my diverse work background to create amazing human-centered experiences.

CONTACT

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UX SKILLS

UX Design | UX Research | Prototyping |
Usability Testing | Solution Design |
Service Design | Voice Prototyping |
Ideation | Card Sorting | Visual Design |
Physical Computing & Prototyping |
Heuristic Evaluations | Journey Maps |
Conversational Design | Mockups |
Web Design | Product Design | Flows |
User Recruitment | Graphic Design |
Product Development Lifecycle

SOFTWARE SKILLS

UserTesting.com | UsabilityHub |
Qualtrics | UserVoice | Userzoom |
dscout | XMind | Sketch | InVision |
Balsamiq | Figma | Proto.io | Zeplin
RealTimeBoard | DialogFlow

Adobe Creative Cloud Suite:

XD | Photoshop | Illustrator |
Premiere Pro | Audition

TECHNICAL SKILLS

HTML | CSS | JavaScript | R
Python | C++ for Arduino | SQL
SPSS | SAS | Matlab | Excel

INDUSTRY EXPERIENCE

Aug 2019 > Present

User Experience Researcher - HMI @ Toyota Research Institute (Los Altos, CA)

- > Lead UX Researcher on Toyota's L4 Autonomous Driving "MaaS" experience.
- > Planned and executed the annual UX research strategy by designing multiple usability studies, human-factor studies, A/B tests, and user-surveys to further HMI development.
- > Facilitated human-centered design process through local and international research for state-of-the-art, futuristic tech, helped reduce project cost by \$1m+, and improved quality.

Jan 2019 > Jun 2019

UX Design & Research @ Mozilla (Seattle, WA) for the MSIM Capstone Project

- > Conducted exploratory research, co-design sessions, guided the design of a scalable framework for "Voice Interactions for Browser using Conversational AI" by developing design specifications and development guidelines for future use.

Jan 2019 > Mar 2019

UX Researcher @ MoPOP (Seattle, WA)

- > Conducted user studies in the form of heuristic evaluations, cognitive walkthroughs, and usability studies for the ticketing process on their mobile website that resulted in an increase in their conversion rate by 40% over the next three months

Jun 2018 > Sep 2018

Conversational/UX Design Intern @ GoDaddy (Kirkland, WA)

- > Conducted remote and in-person usability tests, and A/B tests. Created interactive prototypes and design specifications. Product to increase customer engagement by 11%.
- > Developed five intents for the chatbot by using the conversational AI design workflow.

Sep 2016 > Jul 2017

Content Strategist, Marketing Lead & Product Design Consultant @ IOTAP (Mumbai, India)

- > Led a cross-functional team, managed business communications and created a marketing plan amounting to \$100,000.
- > Conducted usability studies to refine the user centered design for an e-commerce product that empowered the end user & boosted the speed of the sales pipeline by 25%

Jun 2014 > Jul 2016

Screenplay Writer @ Lakshmi Narayan Productions (Mumbai, India)

- > Ideated and co-wrote the screenplay for "Durga", a critically acclaimed short-film that was screened at the Busan International Film Festival.
- > Researched for and wrote scripts (in English & Hindi) for 25+ episodes of 5 different TV series across 3 television networks, while working directly with several different clients.

EDUCATION

Sep 2017 > Jun 2019

MS Information Management @ University of Washington (Seattle, WA)

GPA: 3.88

Specializing in User Experience. Coursework included User Experience Design, Research Methods, HCI, Experimental Methods, Usability Studies, Statistics for Data Science.

\$ April 2018 > Apr 2019 | Graduate Research Assistant @ UW (Seattle, WA)

- > Developed a methodology to create and test several voice skills and chatbots by practising user research, flow design, creating user and bot personas, developing prototypes based on voice-first design with dialogflow and testing using Adobe XD.

Sep 2009 > Jun 2013

B.Eng Computer Engineering @ University of Mumbai (Mumbai, India)

Coursework included Data Structures, AI, Web engineering using JavaScript, HTML, CSS