

trixy basu.

HELLO@
ARUNDHATIBASU.COM

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**MASTERS OF
HUMAN- COMPUTER
INTERACTION**

CARNEGIE MELLON
UNIVERSITY.PITTSBURGH

+

**BACHELORS OF
SCIENCE IN
IT & BUSINESS**

MIDDLESEX
UNIVERSITY.DUBAI

THE BASICS

Typography
Illustration
Sketching
Wireframing
Prototyping

RESEARCH METHODS

Information Architecture
Heuristic Evaluation
Personas & Scenarios
Competitive Analysis
Task Analysis & Field Test
Interviews & Surveys
Observation & Think Alouds
Cognitive Walkthrough
Experience Mapping
Contextual & Pair Design
A/B Testing

TOOLS

Sketch
InVision
Adobe Products

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MYCS . BERLIN

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**INTERFACE INTERACTION
ENGINEER** with a focus on
designing the behaviour and
logic for the support tool for
customisation of the entire
product range.

RBBI . DUBAI

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UX CONSULTANT facilitating
organisational strategy and
training the team in hybrid
user-centered and design
methods and for the launch
of the usability lab.

WOW! SYSTEMS . FUNCHAL

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UX RESEARCHER studying
the effects of routine and
social network behavior
on the emotional state of
humans, to conceptualise
and validate an app
solution that promotes
mental well-being.

XISCHÉ . DUBAI

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STRATEGIST with an
understanding of narrative-
using storytelling towards
problem-solving for leading
brands, b2b providers and
non-profits.

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