Tamalika Chatterjee

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PROFILE SUMMARY

- UI/UX Researcher focusing on ethnographic research, user data modelling and product enhancement
- Keen interest in User experience design, user research, and product management
- Skilled in qualitative and quantitative analysis, data modeling, data insight and infographics, persuasive presentation, negotiation, written communication skills, UI technology trends and UX methodologies
- Experience in thriving in fast-paced agile environment, with cross-functional teams and multinational teams
- Market Researcher experience in Life Science domain with strong documentation skills
- Graduate in Zoology from Calcutta University and Post-graduation in Life Science from Mount Carmel College, Bangalore University

PROFESSIONAL EXPERIENCE

UX Research and Insights Manager – Entropik Tech (https://www.entropik.io/)	User Experience	Jan 2023 - Present (05 Month)

Entropik Tech is a world leader in building behavioural AI tech to understand human emotions by facial expressions, eye gaze, voice tonality, and brainwaves.

PROJECT

Affect Lab UX and Upcoming UX Testing Platform	User Experience

- Build a UX research roadmap for the company's upcoming user testing platform, and help the team to deliver programs and solutions to meet business objectives.
- Conduct primary and secondary user research and evaluate based on quantitative and qualitative data for internal platforms for consumer insights.
- Help product services team to have better knowledge of UX, and thus help clients with better qualitative insights for their projects.
- Working on the mind map and design of the organisation's new UX testing platform.
- Testing out the organisation's qualitative research tool, Decode.
- Research owner for prototype testing of **GCash** (https://www.gcash.com/) for their new Send Money features of the GCash app which included Send to Many and GCash Padala (Sending money through ATM in banks).
- Research owner of the **Apollo India, Apollo Germany, and Vredestein Germany** website usability testing. To evaluate the website's ease of navigation and to check if users are checking up on different sections and features of the website.

Tasks/Areas of Expertise

- Team Management
- Market research and user surveys, and research planning
- Research documentation
- User and behavioral data analysis and statistics
- Surveys, AI-facilitated behavioural study, persona study, and journey mapping

Tools

- MS Suite, Asana Atlassian, JIRA, Confluence, AffectUX, AffectLab, Decode
- Figma and Adobe for low-fi wireframing and prototyping

Team Structure and Reporting

- Team size : 20 members
- Reporting to Associate Director and Director

Senior UX Researcher **– LeadSquared (https://www.leadsquared.com/)**	**User Experience**	**Jun 2022- Dec 2022** **(07 Months)**

LeadSquared provides a configurable and scalable sales execution platform high velocity teams via automation, customer journey designing and user experience.

PROJECT

Ace Gamification, User Research and Enhancement	**User Experience**

Key Responsibilities

- Build and lead a team of researchers, set a UX research roadmap, and coach the team to deliver programs and solutions to meet business objectives
- Perform market and ethnographic research to gather insights for new product Ace, and gamify it's features.
- Generative research - conducted UX research interviews for internal users followed by client users to deep-dive into the minds of the user base to find out user's need.
- Create personas, journey maps, and use other design thinking methods to provide design recommendations for the gamification keeping in mind different gamification principles.
- Collaborate effectively with stakeholders and act as a partner in product decisions and design
- Strategically plan communication to help people raise the utilization of the product
- Concept testing of the gamified features with internal users and client user base to evaluate the top designs.

Tasks/Areas of Expertise

- Team Management
- Market research and user surveys, and research planning
- Research documentation
- User and behavioral data analysis and statistics
- Persona study, journey, and empathy maps

Tools

- MS Suite, Asana Atlassian, JIRA, Confluence, ProductBoard, LeadSquared specific custom platforms
- Figma and Adobe for low-fi wireframing and prototyping

Team Structure and Reporting

- Team size : 15 members, 2 Direct Reporting
- Reporting to Group Product Manager and Co-founder

Product and User Research Analyst **– Instawork (https://www.instawork.com/)**	**User Experience**	**Jul 2019- Jun 2022** **(36 Months)**

Instawork is a platform which connects businesses with proven professionals in real-time, having flexible staffing solution for warehouse manufacturing, food production, and hospitality domain.

PROJECT

Instawork Professional	**Product Enhancement**

Key Responsibilities

- Design and conduct UX research activities from start to finish, from requirement gathering to user research to statistical analysis and deployment
- Conduct primary and secondary user research and evaluate based on quantitative and qualitative data
- Perform market and ethnographic research to gather insights for new product and enhancements
- Design and evaluate human work systems using human factors, engineering, and ergonomic principles to optimize usability, interaction design, quality, safety, and performance
- Plan and implement user research strategies and methodologies, and evaluate developmental prototypes
- Create personas, journey maps, and use other design thinking methods
- Work closely with cross-functional teams to identify and evaluate research topics
- Collaborate effectively with stakeholders and act as a partner in product decisions and design

- User support and readiness prior to feature launch
- Encouraging professionals to convert profiles to active thereby filling in the supply gap
- Strategically plan communication to help people increase the utilization of the product
- Create content for official blogs and manage social media handles regarding gig economy, personas, professional stories, light industries
- Run professional engagement activities in social media to increase traction
- Search engine optimisation

Tasks/Areas of Expertise

- Market research and user surveys, and research planning
- Research documentation
- User and behavioral data analysis and statistics
- Persona study, journey, and empathy maps

Tools

- Slack, Iterable, Chartio, Asana Atlassian, Trello, Hubspot, FullStory, Usertesting, UserBob, Maze, Instawork specific custom platforms
- Figma for low-fi wireframing and prototyping

Team Structure and Reporting

- Team size : 12 members
- Reporting to Director of Product

PROJECT	
Marketing Campaign Projects	**Top of the funnel Marketing**

Key Responsibilities

- User support and readiness prior to feature launch
- Encouraging professionals to convert profiles to active thereby filling in the supply gap
- Strategically plan communication to help people raise the utilization of the product

Tasks/Areas of Expertise

- Marketing Strategies
- Secondary Research

Team Structure and Reporting

- Team size : 1 member
- Reporting to Head of Operations

PROJECT	
Social Media Marketing	**Content marketing and Management**

Key Responsibilities

- Create content for official blogs and manage social media handles regarding gig economy, personas, professional stories, light industries
- Run professional engagement activities in social media to increase traction
- Search Engine optimisation

Tasks/Areas of Expertise

- Content creation
- Digital Marketing

Team Structure and Reporting

- Team size : 1 member
- Reporting to Director of Marketing

Senior Market Research Analyst – Tracxn Technologies Pvt Ltd	Life Science	May 2018- Jun 2019 (13 Months)

Tracxn is a product company providing a research and deal sourcing platform for Venture Capital and Private Equity Funds, Fortune 500 Corporates, and professionals working around the startup ecosystem

PROJECT

Market Research	Life Sciences, Biotechnology, Nutraceuticals, Biopharma

Key Responsibilities

- Conduct secondary research on companies provided in specific industry
- Discover interesting companies which are invest-able and of high interest to clients
- Build in-depth understanding of these companies including their offerings, business model, technologies, implementation metrics
- Proactively work with research manager to understand clients use-case and information needs
- Conduct daily review meetings with manager, actively seek feedback on the approach, quality and throughput of all work done and implement suggestions.

Tasks/Areas of Expertise

- Life Science domain market research
- Project documentation
- Secondary research

Team Structure and Reporting

- Team size : 10 members
- Reporting to Research manager

EDUCATION

Qualification	College/ University	Year
Master of Science (Life Science)	Mount Carmel College, Bangalore University	2018
Bachelor of Science (Zoology)	Asutosh College, Calcutta University	2016
XII	Nava Nalanda High School, WBBHSE	2013

SUBJECTS OF STUDY		INTERESTS
Evolution and Adaptation Ecology and Biodiversity Human Resource Management Biostatistics Interpretation of Film	User Experience Design Product Management Journalism Data research and Design Non profit Movements	Women Empowerment Digital Media Marketing Content creation UI UX

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