



TRIDIB CHOWDHURY

User Research & Experience Design

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tridib.info

Over 9 years of User Experience Research and Design across APAC and MENA regions.



Over 90 formative **research interviews** in 6 countries across APAC.



Coached and mentored over 50 UX Designers as a UX Design Instructor



Moderated affinity mapping, experience mapping and design thinking sessions.



Planned and moderated over 160 hours of **user testing** in 10 countries across Asia.

Experience

THALES Digital Factory - 1 year

UX Designer // 2019 - Now

Presently **designing the search experience** of engineering component repository for external users.

Planned and conducted design **thinking workshops, user testing & validation** for on MVPs for Thales' railway customers.

Conducted training on UX Design and Evaluation for over 40 individuals across various Thales business lines.

Convertium Pte. Ltd - 5 years

Head of UX Services // 2017 - 2019

Sr. UX Designer // 2016 - 2017

UX Designer // 2014 - 2016

Led the User Research and UX Design for over 10 clients including **Singapore Exchange (SGX), Marina Bay Sands (MBS), NTUC Income, Brother Printers, Meteorological Services Singapore (MSS) and Family Justice Courts.**

- Mentored & managed a team of 5 UX Designers

- **Increased conversions** of Marina Bay Sands room booking engine by over 25%

- **Scored a silver at 2019 W3 Awards** for user experience design for SGX

- NTUC Income website revamp was awarded **Singapore's best financial services mobile experience** by Google's Masters of Mobile APAC Report 2018

Sapient Nitro (formally called, Flip Media) - 3 years

Digital & UX Strategist // 2010 - 2013

Rose from an intern to a User Experience Strategist in 3 years. In the process, assisted in shaping the **UX for UAE's largest news portal** - gulfnews.com.

Education & Certifications

MSc. in Information Science, Nanyang Technological University // 2013 - 2014

User Experience Certificate - UX Management Specialty, Nielsen Norman Group // 2019