

Sujoy Kumar Chowdhury

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PROFILE

- ▶ HCI and Human Factors master's degree with a Computer Science background. 4+ years of industry experience across 5 telecom carriers and handset manufacturer in designing innovative services. Co-inventor of a US patent-pending concept. Finalist of CHI 2011 student design competition. Currently seeking a position as a User Experience (UX) Researcher or UX focused Software Engineer. Where the multi-disciplinary skill-set can add value to any team in blending product development visions with real user needs.

EDUCATION

- ▶ Missouri Western State University, St. Joseph, MO, USA (Fall '09 - Spring '11)
Master of Applied Sciences with Human Factors and Usability Testing Option (GPA 3.82/4.0)
- ▶ Iowa State University, Ames, IA, USA (Fall '08 - Present)
Human Computer Interaction, Engineering Distance Education Graduate Program (GPA 4.0/4.0)
- ▶ Bangladesh University of Engineering & Technology (BUET), Bangladesh (Nov '06)
Bachelor of Science in Computer Science & Engineering.

TRAINING AND CERTIFICATION

- ▶ Design and Analysis of Large Scale Log Studies, CHI '11 course by researchers from Google & Microsoft (May '11)
- ▶ Presenting Data and Information, a one-day course conducted by Dr. Edward Tufte (June, '10)
- ▶ Certified Usability Analyst (CUA), Human Factors International, Bangalore, India (April '09)
- ▶ Spring course on HCI, Indian Institute of Technology Bombay, Mumbai, India (March, '09)
- ▶ Project Management Professional (PMP), Project Management Institute, PA, USA (June, '09)
- ▶ National Institutes of Health (NIH) training course 'Protecting Human Research Participants' (Oct., '08)

EXPERIENCE

- ▶ Human Factors Design Engineer, NetApp, Wichita, KS (Aug '11 - present): Designing the user experience and human factors architecture and conducting usability tests on NetApp's ESG storage software products.
- ▶ User Experience Research Intern, Motorola Applied Research Center, Motorola, Schaumburg, IL (Jun - Aug '10): Developed the Android client, server and web front-end components of a proof-of-concept prototype for a Motorola research project and conducted a pilot study on the prototype. Technologies used: Android, Adobe Flash Media Server, Google Maps API, PHP, XML, video transcoding. The following publications describe the system:
 - *Promoting Intergenerational Communication Through Location-Based Asynchronous Video Communication*. Frank Bentley, Santosh Basapur and Sujoy Kumar Chowdhury. UbiComp 2011.
 - *Reminiscing through location-based asynchronous video communication*. Frank Bentley, Santosh Basapur and Sujoy Kumar Chowdhury. CHI 2011 Workshop on Reminiscence.
 - *Serendipitous Family Stories: Using findings from a study on family communication to share family history*. Frank Bentley and Sujoy Kumar Chowdhury. UbiComp 2010. (For more, please visit <http://sujoykumar.com/ux/>)
- ▶ Graduate Assistant, Instructional Media Center (IMC), Missouri Western State University (Aug '09 - May '11): Institutionalize usability and user centered design practices across a range of IMC services. Requirements analysis, information architecture design, mockup and user-testing of MWSU distance education website.
- ▶ Graduate Student Researcher, Psychology of Design (PoD) Lab, Missouri Western State University (Aug '09 - May '11): Conduct research connecting Cognitive Psychology to HCI design, tool development and usability analysis in measuring the visual attention in an interface, comparing eye-tracking, saliency model and interest point method. Completed and ongoing projects include eye-tracking of a TV-channel website using ASL eye-tracker to provide insights on the advertisement panels, designing interest point selection tool as a low-cost alternative to eye-tracking.
- ▶ Engineer, Value Added Services, Axiata Bangladesh Limited (Apr '07 - Aug '09): Research, design, implement and roll-out innovative mobile services for more than ten million subscribers of Robi (www.robi.com.bd), across multiple platforms like SMS, MMS, WAP, USSD, IVR and Web. Performed detailed requirement analysis and formal usability testing for each new service. Developed several services from scratch including an SMS-banking-engine. Managed several high profile projects including Push Mail Platform, Phone Backup System, Black Berry Project and Service Delivery Platform.
- ▶ Part-time Concept Developer, Somewherein (Aug '06 - Mar '07): System analysis and design of a career portal to cater the needs of thousands of jobseekers, recruiters, career-planners and other stakeholders, utilizing every available access modes. Based on several interviews, captured the requirements, analyzed competition, recommended design attributes based on HCI best practices, defined iterative development milestones & strategized phased deployment. www.somewherein.net
- ▶ Project Lead, GrameenPhone Limited (Jan - Mar '06): Acted as the team leader of a startup (3SM Systems) for the Bangla SMS project designed for the leading Bangladeshi Telecom operator GrameenPhone Limited (www.grameenphone.com) with a subscriber base of twenty million. The service is live since February 21, 2006. The

main challenge was to design an input matrix for this 'complex-script' language. Our software made use of the memory-map through which local kids are usually taught this language at schools.

- ▶ **Project Lead, Pacific Bangladesh Telecom Limited (Jan '05 - May '06):** Led a winning group of four freelance programmers under the banner of 3SM Systems to implement the first ever Bangla SMS System for PBTL (www.citycell.com). The service is live since May 13, 2005. The system transliterates an SMS from English to Bangla and then transforms it into a compatible picture message. Required extensive R&D understanding the SMPP handshaking protocol and various wireless picture formats.

UX METHODS AND TECHNICAL SKILLS

- ▶ **Eye-tracking, contextual inquiry, field observation, interview protocol & survey design, think aloud protocol, persona, scenario, user profile and demographics, storyboarding, work modeling (flow, sequence, culture, artifact, physical), affinity diagramming, card sorting, cognitive walkthroughs, performance based tests, subjective evaluation, heuristic evaluation, focus group, competitor analysis, wire-framing, prototyping (lo-fi & hi-fi), wizard-of-Oz technique, qualitative and quantitative testing, formative and summative test design, remote testing, international testing, inherent value test, early prototype tests (reverse card sort test, expectancy test, visual affordance test, brand definition test), advanced prototype tests, live-site analysis (A-B split testing, web-analytics, direct feedback), comparison studies (within subjects and between subjects), RITE method, user acceptance testing, video analysis, UX metrics, diary study, universal usability, information visualization, cross-cultural design, cognitive modeling, persuasive design, accessibility**
- ▶ C, C++, C#, Java, **Android**, PL/SQL, scripting languages like **PHP**, UML, MS Visio, **Morae**, prototyping tools like **Axure**, **Balsamiq**, web technologies and authoring tools, **OpenCV**, mathematical and statistical packages like **SPSS**.

ACADEMIC HCI PROJECTS

- ▶ **Cowabunga!**- a team project to encourage diversity, **accepted at CHI2011 student design competition**. Conducted a user-centered design process for a mobile application for the CouchSurfing community.
 - *Cowabunga!: A System to Facilitate Multi-Cultural Diversity through CouchSurfing.* Sujoy Kumar Chowdhury and Jody Wynn. CHI 2011 Extended Abstracts.
- ▶ **xportr**, an academic project in collaboration with St. Joseph Transit office to improve the existing route planning and bus scheduling system.
- ▶ **meMem** (a prospective memory aid for the older adults), 2nd Best Project in the award category "Team you would like to hire", Fall 2008 class of HCI521 (Cognitive Psychology of Human Computer Interaction).
- ▶ **Movies on 3G phone**, an HCI team project at IIT Bombay. Conducted 8 user interviews, collaborated with team-mates to apply a number of HCI techniques taught in the course, iterated towards a hi-fi prototype in Flash and facilitated 5 usability evaluation sessions.

AWARDS AND HONORS

- ▶ **Finalist at the CHI 2011 Student Design Competition.**
- ▶ The only intern to be a **co-inventor of a patent filed by Motorola** and to receive an **Intellectual Property (IP) Award**.
- ▶ **Runner-up, Motorola Intern Apprentice Competition '10** for team concept titled "There is no 'I' in Motorola"
- ▶ **IBM Master the Mainframe Contest, 2010 (Part 1 & 2 winner); 2009 (Part-1 winner).**
- ▶ **University & Logan Scholarship ('09 - '11)**, Missouri Western State University (selected for academic excellence)
- ▶ **1st place, Graduate Human Factors Poster Session, Great Plains Psychology Convention, 2010**
- ▶ **Golden Key International Honour Society, Iowa State University** (selected for academic excellence)
- ▶ **IT Innovation Search Program of BASIS (Bangladesh Association of Software & Information Services), SoftEXPO, 2005 (Best Project).**
- ▶ **1st Place at 6th SoftFair, 2005, North South University Computer Club.**
- ▶ **Semifinalist, IT Invitational of Microsoft Imagine Cup, 2005.**

NEWS COVERAGE

- ▶ Department of CSE, BUET: Official News Coverage. <http://www.buet.ac.bd/cse/news/news.php?newsid=2>
- ▶ The Daily Star- AsiaMedia (UCLA): "BANGLADESH: Bangla SMS a reality". <http://www.asiamedia.ucla.edu/article-southasia.asp?parentid=28411>

REFERENCES

- ▶ **Dr. Jeremiah Still**, Asst. Professor, Psychology & Director, MAS Option in Human Factors & Usability Testing Program, MWSU, jstill2@missouriwestern.edu, (417) 825-5143
- ▶ **Dr. Brian Cronk**, Professor, Psychology & Dean, Graduate Program, MWSU, cronk@missouriwestern.edu, (816) 294-7540
- ▶ **Frank Bentley**, Principal Staff Research Scientist, Core Research, Motorola Mobility Applied Research, F.Bentley@motorola.com, (847) 489-4832