



PAULAMI ROYCHOUDHURY

Product Designer, New York



<http://paulami.in>
3.paulami@gmail.com

 /paulamiroychoudhury/
 /paulami

I am an end-to-end designer with 5+ yrs of experience specializing in designing for emerging markets and building 0→1 products at scale.

WORK EXPERIENCE

April 2018 - Present

UX designer and researcher

Bangalore / New York

Currently assisting Studio 3x3 with qualitative research to guide future fund allocation to make New York parks inclusive for low-and-moderate income groups.

I work as a design consultant and designed for B2B compliance and fin-tech sectors among others in different capacities including guiding projects, supporting teams, defining the MVP, and revamping products for growth.

Past clients include NYU Metro Center, GetBasis, Anti Eviction Mapping Project, Iris Agent Inc, and Trestle Collaborative.

August 2021 - February 2023

Product designer

Innovate Labs LLC, New York

Innovate Labs builds decentralised tools to keep the Internet open.

Oversaw the design for its flagship product, Lantern, as the user base grew from 3 → 15 million users.

Championed cross-functional collaboration by leveraging user analytics, research insights and low-fi prototypes for team alignment and early buy-ins with 5 Product Leads; and drove success metrics and product strategy.

Successfully increased user engagement by 23% for a key feature - Discover to reach product market fit.

Led brand strategy workshops to define the mission statement and establish market positioning. This culminated in a design framework that cohesively defined the brand across 3 different platforms.

EDUCATION

2019 - 2021

Masters, Interactive Telecommunication program

Tisch School, New York University, NYC

Recipient of the Tisch Student of Arts Graduate and Lew Wasserman Scholarships. I studied strategies to make technology equitable. Courses include Connected Devices and Networks, front-end programming using API along with projects on open data, physical computing and entrepreneurship.

2012 - 2014

Masters, Experimental Media Arts

CEMA, Srishti Institute, Bangalore

2006 - 2010

BFA, Painting

College of Arts, Delhi University, Delhi

SKILLS

At the computer

Use Adobe CS, Sketch and Figma for wireframing and building design systems; Principle and Invision for interactive mockups; Zeplin for dev handoff; Jira, Asana, GitHub and Asana for project management. Comfortable experimenting with Raspberry Pi along with (basic) Javascript, Node.js, HTML, and CSS to make interactive work.

Away from the computer

Adept with pen and sketchbook. Confidently able to design and facilitate user research and innovation workshops for clients. Combine a hacker mentality with an ability to critically push the design process. Good collaborator who thrives in multi-disciplinary teams with experience guiding young designers.

August 2017 - March 2018

Designer 2

Microsoft Corporation, Bangalore

Microsoft Teams is a chat-based application for better collaboration in the workplace. It's part of the Office 365 suite and was released in March 2017.

I spearheaded the design for the early versions of the Todo app for personal task creation; quick access using Slash command (/); and accessibility (WCAG) framework for desktop. These features addressed the business need of 329k organizations (as of Sept 2018) & tripled the DAU metrics.

Also, a liaison between the Seattle and India team to scope out project viability and helped with project management for features designed in India. Participated in sourcing and hiring, and helped the team grow from 3 → to 7 by reviewing resumes, conducting interviews and attending consensus.

April 2017 - July 2017

UX Designer

Redbus.com, Ibibo Group Pvt. Ltd., Bangalore

Redbus.com is the largest bus ticket booking platform across India, South-East Asia & Latin America.

Led the redesign of the Mobile Website to improve the ticket booking conversion funnel by 25%, which has the 2nd highest DAU after the Desktop. It was rolled out in phases and saw an improvement of 7% in one of our key geographies in Phase 1.

Championed cross-functional collaboration with 5 PMs, a Design manager and engineers to scope the work and build team alignment. Also, designed the insurance attachment rate flow to improve revenue by ~3-4% and designed the framework for last-minute boarding issues.

April 2016 - March 2017

(Founding) UX Designer

EnglishDost, Bluehat Education Pvt. Ltd., Bangalore

EnglishDost (2014-17) was an award-winning app to learn conversational English speaking skills through regional Indian languages for blue-collared workers using storytelling.

The startup won the "Top 8" at Google Launchpad and was part of Facebook India's SMB council. It was featured by publications such as Yourstory, Quartz, and inc42.

I led the user experience across all products under the EnglishDost umbrella. Also, contributed to the UI overhaul of the product, and co-designed a scalable learning framework; designed a mentoring app MVP to track the self-practice of students hired, mentored junior designers and contributed to project management.

August 2015 - March 2016

(Founding) UX Designer

Koove.com, Qyksell Technologies Pvt. Ltd., Bangalore

Koove.com (2015 - 17) was an Android app to sell and buy used goods for neighbourhood communities.

I was a founding designer and led the design experience across marketing and product; created brand guidelines; set up the team culture, and created processes for onboarding new employees. I was responsible for arriving at the MVP definition for 50k users as of Dec '15.

PROJECTS / TALKS / PAPERS

Speaker, Interaction '23, Zurich, Switzerland

Topic: Designing for the censored voices

Panel, Columbia Engineering UX/UI Boot Camp'21, NYC

Speaker, ITP Camp '20, NYC

Topic: Designing for emerging markets.
<https://youtu.be/jp16VVI2nEA>

Mentor of Change '18-19

Atal Tinkering Lab, Kendriya Vidyalaya, Yeshwantpur, Bangalore

Speaker, Interaction '18, Lyon, France

Topic: Designing for emerging markets.
<https://vimeo.com/254843720>

Workshop, HillHacks '17

Hosted a 5 day workshop called, "Thinking through drawing"

Speaker, HillHacks '14

Prototyping as User Research

Asia Pacific CHI '13

Published "Bridge, a design concept to promote emotional support for senior citizens."
<https://bit.ly/2Tiq8q6>

TEACHING EXPERIENCE

August 2016 - Present

Design mentor

Design Lab

This is a mentor-led, online design education platform for people interested in pursuing a career in Design. I have mentored over 100+ students transitioning to Design by providing feedback, demonstrating better ways to arrive at solutions and motivating them as a career coach.

August 2020 - October 2020

Accessibility TA

Web Development Workshop for the Visually Challenged

Assisted Claire Kearney-Volpe in teaching front-end coding to build a site from scratch for visually impaired folks.