Arnav Chakravarty

Communication Design | UX Research

Profile

Final-year communication design student at ISDI-Atlas Skilltech University with a focus on UX Research and brand strategy. Experienced in cultural probe studies, affinity mapping, and end-to-end interface design across transit, newsroom, and social impact contexts. Seeking a UX Research internship to apply mixed-method research skills to real product problems.

Projects & Case Studies

Research: Apology Dynamics — Cultural Probe Study — Team of 2

Problem → gap in understanding apology behavior across cultural, gender, and situational contexts

- Co-designed and executed 7-day cultural probe kits with college participants to capture apology behavior in natural settings
- Applied mixed-method analysis (frequency mapping, sincerity scoring, contextual coding) to surface patterns across gender and cultural variables
- Synthesised findings into an affinity map highlighting divergences in apology norms, presented as a research exhibit

Mumbai Ek — Transit App — Team of 6

Problem → fragmented apps and payment systems create friction for commuters across metro, bus, and local train

- Originated the concept; conducted user research and affinity mapping to identify last-mile connectivity pain points
- Designed a converged platform uniting real-time routing, ticketing, and payment across all Mumbai transit modes
- Delivered a UI prototype that reduced navigation complexity for multi-modal commuter journeys

Strota: News Pipeline Digital Repository — Team of 5

Problem → Current systems manage published news but ignore field chaos, leaving reporters dependent on fragmented apps causing cognitive overload.

- Conducted interviews and evaluated legacy tools, mapping workflows to identify systemic pre-publishing gaps.
- Synthesized field research and rapidly prototyped UI to design intuitive, role-specific command dashboards.
- Designed a system with structured field logs, live tracking, and smart escalation routing to bridge field and desk.

Experience

Tonic Worldwide (Internship)
Graphic Desivgn
June 2025 - August2025

IIFL Capital, Mumbai (Internship)
Customer Experience Design
Apr 2022 - May 2022

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Skills

Research Methods
Cultural Probe Design, Affinity Mapping, User Interviews, Usability Testing, Mixed-Method Analysis, Deep Structure & Causal loops

Research Tools
Google Forms, Miro, Maze

AI tools
Claude, Perplexity , Gemini, Krea

Design tools
Figma, Adobe Illustrator, Adobe Photoshop

Awards &Recognition

Global Collaborator
2026 Live Industry Design Project (Brief by dentsu Creative UK)

Outstanding Excellence in Extracurriculars
Atlas Skilltech University · 2024-25

OxySphere Prototype — UN Showcase
9th International Youth Conference, UCLA · 2024

Education

B.Des, Communication Design
ISDI-Atlas Skilltech University, Mumbai
Expected 2027
Coursework: Typography, Visual Communication, Human-Centred Design, Branding

Clever Harvy-Junior MBA
led by IIM and Ivy league alumni.