

Sourav Dhar

UX Researcher | | Ethnographer | | Anthropologist

I'm a dedicated researcher who's met company goals through consistent, systematic methods. I work effectively under pressure and adapt to new conditions and challenges, and I am pursuing a PhD in Cultural Anthropology. For seven years, I've handled **end-to-end research, ethnographic research, value chain studies, surveys, market studies, and needs and effect assessments**. I'm experienced in **questionnaire design, in-depth interviews, focus groups, usability testing, and quantitative and qualitative research** methods for data collection and **report presentation**. I have specializations in **business anthropology, organizational behaviour, and marketing management**.

Open to Relocation.



Work History

2022-1 – Till Present

UX Researcher

Cognizant Technology Solutions, Kolkata, West Bengal

- I am working as a UX Researcher for a host of internal apps of cognizant.
- Requirement gathering for internal apps
- Working with cross-functional teams.
- Driving discussion for design & research-related calls.

2020-12 - 2021-11

Lead UX Researcher

TECHVED Consulting, Mumbai, India, Maharashtra

- Managed team of 4 researchers, mentoring and coaching team on various aspects of research.
- Plan and implement user research strategies and methodologies.
- Disseminate research findings to diverse audiences through written and oral presentations.
- Conduct primary and secondary user research.
- Conduct and evaluate quantitative and qualitative research.
- Perform market and ethnographic research.
- Work closely with cross-functional teams to identify and evaluate research topics.



Contact

Address

Kolkata, West Bengal,
700131

Phone

+91 8777600127

E-mail

soudhar@gmail.com

LinkedIn

<https://www.linkedin.com/in/srvd/>

WWW

<https://zety.com/profile/sourav-dhar/>

WWW

<https://soudhar.wixsite.com/portfolio>



Skills

Leading Teams

Survey Designing

- Designed and execute end to end research study from e-commerce, BFSI and Digital learning sectors.

2018-12 -
2020-12

Research Assistant

Maulana Abul Kalam Azad Institute of Asian Studies,
Ministry of Culture, GOI, Kolkata, West Bengal

2015-04 -
2018-10

Research Associate

University of Calcutta, Kolkata, West Bengal

2018-02 -
2018-09

Senior Research Coordinator

Soceo Consulting Services, Kolkata, West Bengal

2017-01 -
2017-10

Research Officer

Durbar Mahila Samanwaya Committee, Kolkata, West Bengal

2014-11 -
2015-04

Research Assistant

Cultural Research Institute, Kolkata, India

Education

2020-03 -
Current

PhD.: Cultural Anthropology

Sidho Kanho Birsha University - Puruliya, West Bengal, India

Title: Women's Experience of Post-Reproductive Life: An Enquiry into Quality of Life within the Age-group of 45-60 Years in West Bengal

<https://skbu.ac.in/index/pageid/fb8gdg8gdlcg8l9gcgag7fklgj4f7l1ffj9ibg6k2fgj7lge4iigfg0f9f3kkg#>

2020-01 -
2021-03

Executive Post Graduate Programme in Management: Marketing Management

IISWBM - Kolkata, West Bengal, India

<https://www.iiswbm.edu/programs/pg-diploma-programs/executive-pg-programme-in-management-epgpm/course-overview/>

2012-09 -
2014-10

Master of Science: Cultural Anthropology

University of Calcutta - Kolkata. West Bengal, India

Research Methodology

Quantitative Data Analysis

Qualitative Data Analysis

Report Making and Presentation

Analytical Skills

Problem Solving

Leadership Skills

Ethnography

Requirements Gathering

Project Management Skills

Negotiation Skills

Policy Implementation

Documentation Skills

Data Collection and Analysis

Software

Microsoft Office Suite

Excellent



Certifications

- Foundations of User Experience (UX) Design. *Coursera | Google*
- Start the UX Design Process: Empathize, Define, and Ideate *Coursera | Google*
- Conducting UX Research Conducting UX Research. *Pluralsight*
- Digital Skills: User Experience Digital Skills: User Experience. *Accenture*
- Enterprise Design Thinking Practitioner Enterprise Design Thinking Practitioner. *IBM*
- Surveys and Questionnaires for UX Projects Surveys and Questionnaires for UX Projects. *LinkedIn*



Manuscript Published

- Sourav Dhar and Biswarup Dey. 2017. Effect of Education on a Tribal Language of West Bengal, India. Journal of Department of Anthropology, University of Calcutta. Volume: 16-17. ISSN: 2249-618. 231-240.
- Sobhanjan Mallick and Sourav Dhar. 2018. Baluchari: Evolution and the present status of the craft. The South Asian Anthropologist. Vol: 18, No: 1. ISSN: 0257-7348
- Sourav Dhar. 2018. The Cultural Relativity of Motivation and Leadership in organizations of West Bengal. Review of Management. ISSN: 2231-0487
- Sourav Dhar. 2018. Accumulation by Dispossession of Land in Salboni of West Bengal a Study on Devalorisation of the Subaltern. Journal of Politics & Governance (ISSN (Online): 2456-8023: ISSN (Print): 2278-473X)
- Sourav Dhar and Smarajit Jana. 2018 Sex worker's attitudes to and perceptions of pre-exposure prophylaxis (PrEP) after 1 year into PrEP Demonstration Project in Sonagachi, Kolkata, India. Submitted to the Indian Journal of Public Health. (Submitted)

Spss 21



Google Analytics



Figma



Survey Monkey



Loop 11



Hotjar



Smarlooks



Airtable



Languages

English



Hindi



Bengali

