

Moubani Roy Choudhury

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A **UX designer** and **digital product designer** passionate about connecting users' stories to meaningful experiences through diverse mediums. Leveraging my multi-disciplinary experience, I solve complex problems for users and businesses through inclusive and impactful design.

Core skills

- UX Research
 - Journeys and mapping
 - Wireframing
 - UI/Digital design
 - Experiential design
 - Service design
 - Prototyping
 - Branding & visual design
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- Empathy
 - Critical thinking
 - Problem-solving
 - Collaboration
 - Communication

Languages

English (UK & US) | Hindi |
Bengali | Spanish (basic)

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London, UK

References available on request

Experience

UX Designer

Culture Mile-London, UK | Contract | Feb to March'22

Building a UX research plan and designing a cultural event in the heart of London using diverse mediums.

Service Designer

Bar Beach Grill-London, UK | Parttime | Feb'22 to now

Planning, organizing BBG's resources and enhancing customer experience by designing strategies and programs.

UX Designer

Idenisys IT Consulting | Freelance

- Carried out end-to-end UX/UI design.
- Researched and created user journeys, flow charts, wireframes, and built prototypes.
- Delivered user-centric mobile apps, websites, and dashboards in collaboration with developers and testers.

Creative Art Director

Inner Circle Advertising-Kolkata, India | July 2020-July 2021

- Planned, researched, designed, and executed over 20 creative advertisements for various national brands.
- Designed brand campaigns from inception to completion in collaboration with copywriting team.
- Created and executed social media marketing strategies.

UX Design Intern

Ank Aha Technologies-Delhi, India | February -June 2020

- Analyzed data from the research team.
- Assisted senior designers in creating icons, elements, and wireframes for their flagship app Jaano (500K+ downloads) in collaboration with product managers and developers.

Founder

Mbony India-Kolkata, India | 2017-2020

- Launched a one-person startup of handcrafted products.
- Managed product to exhibition design and branding strategies.
- Conducted 5 successful exhibitions and generated 200 happy customers.

Assistant Manager

J Thomas and Company Pvt. Ltd. -Kolkata, India | 2016-2019

- Established 10 new company partnerships
- Trained 8 team members and met operational targets,
- Presented market reports and conducted international tea tasting sessions.

Education

MA UX Design- University of the arts London
2021-2022

BA Sociology (Honours)- St. Xavier's College,
Kolkata | 2013-2016