

# Moubani Roy Choudhury

[Portfolio](#) | [LinkedIn](#) | [Behance](#)

A **UX designer** and **digital product designer** passionate about experimenting with various research methods and seeking to create inclusive and impactful design solutions. I see great value in collaboration and teamwork.

## Skills

- UX Research
  - Wireframing
  - UI design
  - Micro interaction design
  - Rapid prototyping
  - Image editing | Mockups
  - HTML, CSS (basic)
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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

### LCC Student Ambassador

London College of Communication | October - now

- Collaborating with students and the college administration to organise events
- Representing students at group meetings and forums
- Elected as the course representative for MA UX Design

### Creative Art Director

Inner Circle Advertising | July 2020-July 2021

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

### 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.

### UX Design Intern

Ank Aha Technologies | 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 | 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. | 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