

MOUBANI ROY CHOUDHURY

User Experience & Digital Product Designer

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

EXPERIENCE

LCC Student Ambassador and Course Representative

University of the Arts London

October 2021-Present • Part-time

Communicating views on behalf of students and supporting various departments in administrative tasks and organizing events.

Creative Art Director

Inner Circle Advertising

July 2020-July 2021 • Full time

Planned, designed, and executed 20+ creative advertisements and brand campaigns from inception to completion in collaboration with the content team.

UX Designer

Idenisys IT Consulting

2021 • Freelance

Designed and delivered user-centric mobile apps (2), 4 websites, and 2 dashboards in collaboration with programmers and testers. Collected, researched, and evaluated user requirements. Displayed strong creative, technical, and problem-solving skills.

UX Design Intern

Ank Aha Technologies

February 2020-June 2020 • Full time

Successfully launched their flagship app *Jaano* (500K + downloads) in collaboration with product managers and engineers.

Founder & Designer

Mbony India

November 2019-2020 • Part-time (Self-employed)

Started a local business of handcrafted products and conducted 5 successful exhibitions, thereby generating 200+ happy customers.

Assistant Manager

J Thomas and Company Pvt. Ltd.

May 2016-October 2019 • Full time

Established 10+ new company partnerships, trained 8 team members, met operational and sales targets. Submitted 50+ analysis reports and conducted international tea tasting sessions.

SKILLS

User Research

Strategic Design Thinking

Problem Solving

Wireframing

UI Design

(Responsive/Interactive)

Rapid prototyping

Image editing | Mock ups

Layouts

EDUCATION & CERTIFICATIONS

- **MA User Experience Design** -University of the Arts London (2021 - 2022)
- **BA Sociology (Honours)** -St. Xavier's College, Kolkata (2013 - 2016)

Additional: **Design Thinking** - Interaction Design Foundation | **Google Digital Marketing Certification** | **Interior Design** - Academy of Fine Arts