Arindam Chakraborty

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Experience

Bosch Global Software Limited — Bengaluru
UX Design Intern — Jan 2025 - Present

- Designed a UI to streamline production order initiation for factory operators, reducing cognitive overload by cutting steps by 30%, using the Bosch Design System for deployment across multiple plants
- Developed an interface enabling managers and experts to create workflows, enhancing operator autonomy and flexibility
- Contributed to AI-driven design research, presented insights on AI in UX and prompt bars, and delivered internal design solutions recognized by the company

Creative Capital — Bangalore
User Experience Intern — February 2024 - August 2024

- Designed and Implemented Website Architecture: Created a streamlined information architecture, enhancing user navigation and content organization.
- Conducted Competitive Analysis & UI Audit: Identified and executed design improvements to boost usability and visual appeal.
- Developed Wireframes: Produced lo-fi and mid-fidelity wireframes to align web designs with business goals and user needs.
- Documented Design System: Standardized and documented the design system to ensure consistency across the website and client projects.

ZS Associates — Gurgaon, Haryana
Decision Analytics Associate — July 2021 - July 2023

- Developed and optimized SQL and Excel VBA scripts to create report templates for Pharmaceutical Representatives across 17 countries, accommodating diverse payment plans and structures.
- Designed and implemented a comprehensive system for calculating incentives tailored to each country's unique requirements, ensuring accurate and timely payments.
- Conducted detailed alignment analysis for sales representatives in various countries, providing actionable insights that facilitated the prompt calculation of incentives without delays.
- Analyzed company data to create effective incentive compensation plans, delivering valuable insights on the core needs of sales reps, which improved motivation and reduced attrition rates.
- Collaborated within a team of 20+ professionals, coordinating critical project data across all teams to ensure timely and efficient client solutions.

Other Projects

Finforall *Photoshop, Illustrator* — http://surl.li/tuwkzj
Created a Visual Identity for a Fintech Brand, and provided multiple deliverables like Icons, Logo, Colour Scheme and Social Media Templates, which has been in use for 4 years and has gained more than 300k+ followers across all platforms

MadStryke *Figma, Illustrator, Photoshop* — http://surl.li/ifevwp
Created Brand Identity, Brandbook, Templates for a Film Review and Content Page for Instagram. The page has grown to 100k followers currently.

Education

National Institute of Fashion Technology — HSR Layout, Bangalore
Masters in Design Space Interface Design *GPA: 8.7* — August 2023 -

Guru Gobind Singh Indraprastha University — Rithala, New Delhi
B.Tech Electrical and Electronics Engineering *GPA: 8.04* — August 2017 - June 2021

Skills

Data Analysis:	Advanced Excel, SQL,
Visual Design:	Photoshop, Illustrator, Premiere Pro, After Effects, Figma, Sketch
Experience Design:	User Research, Prototyping, Usability Testing, Wireframing, Design Thinking