

Po Bhattacharyya

DIGITAL PRODUCT DESIGNER

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🌐 www.pobhattacharyya.com

SKILLS

Process

generative user research, information architecture, low/med/high-fi prototyping, visual design, motion design, user testing, productization

Tools

Balsamiq, Adobe CC, Sketch, InVision, Principle, Framer, Unity

Programming

HTML, CSS, JavaScript, D3, React

EDUCATION

Carnegie Mellon University | '18

Master of Human-Computer Interaction

GPA: 4.2

Brown University | '14

Bachelor of Arts, Geology-Biology

GPA: 4.0

WORK EXPERIENCE

BENCHLING

2020 - current

Benchling is the leading cloud-based platform for life sciences R&D. I'm currently working on feature augmentations to the company's Notebook product, which allows research collaborators to document and share the results of their experiments.

GAMALON

2018 - 2020

Gamalon creates AI-first software for marketing professionals. I designed IdeaMail, a multi-variate email experimentation tool, and IdeaFlow, an A.I.-powered chatbot that can answer thousands of questions based on the information in a company's website.

ZAZZLE & CARNEGIE MELLON

2017 - 2018

Zazzle is a leading e-commerce platform offering customizable products. I created a research plan to better understand Zazzle's younger consumers. I also developed a product strategy for attracting and retaining millennials on the platform.

CALIFORNIA ACADEMY OF SCIENCES

2016 - 2017

The Academy is a science museum with over 10 million annual visitors. I established a comprehensive design system for the Academy's digital products, and I designed and built an online learning program as the design lead of a 5-person team.

IXL LEARNING

2014 - 2016

IXL is an educational technology company with over 6 million active subscribers. I designed and built IXL's science product, which generated \$1.2 million in revenue in its first year. I also drove product updates, such as new grading algorithms and interactives, for IXL Science.