# Chandreyee Majumder

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## EDUCATION

**Google UX UI Design Certificate**                                                    **(March - July 2023)**

Completed intensive training spanning 15 modules, including UX research, inclusive design, design thinking, wireframing, prototyping (low and high-fidelity), user testing and essential tools like Figma and Adobe XD. Culminated in a portfolio with 3 projects for certificate attainment.

**National Institute of Fashion Technology, India**                    **(August 2017- September 2021)**

Bachelor of Fashion Design
- Cumulative GPA: **8.02** (Top 10 % of class)

## DESIGN EXPERIENCE

**BabyWise - App and Website Design (Conceptual Product)**                    **(May 2023)**
- Orchestrated end-to-end design, creating over 40 screens for an intuitive app experience for first-time parents.
- Enhanced user experience with personalized features like activity tracking, guided growth activities, community, postpartum support etc, driving positive feedback and satisfaction from 90% participants in usability testing.
- Executed a holistic UX/UI design for a conceptual product, equipping first-time parents with 15+ user-friendly features for an enriched parenting journey.

**Fleur - Website Design (Conceptual Product)**                                        **(April 2023)**
- Led end-to-end UX/UI design for Fleur website, creating 15 mobile/desktop screens for holistic user experience.
- Designed and implemented 4 user-centered features like subscription, customization, customer reviews, and flexible delivery options, catering to a diverse user base.
- Conducted usability testing with 10 participants, refining designs based on insights.
- Increased user satisfaction by personalizing purchases and optimizing delivery, resulting in usability improvement.
- Streamlined user journeys, reducing complexity and boosting task completion during user testing.

**ViewTix - App Design (Conceptual Product)**                                        **(March 2023)**
- Created and refined 15 number of UX/UI screens for the Viewtix app, a conceptual movie ticket booking platform, from ideation to completion.
- Innovated 4 features: group seat selection, snack pre-ordering, personalized movie and activity suggestions.
- Improved designs with multiple iterations using user feedback, using wireframes, mockups, and prototypes.

## OTHER EXPERIENCE

**Junior Fashion Stylist - Monsoon Accessorize, London**            **(October – December 2022)**
- Managed model wardrobe, fitting, and styling for 50+ visuals daily.
- Coordinated with cross-functional teams for 4 editorial campaigns, fostering cohesive aesthetics.
- Executed efficient team communication, resulting in creation of captivating content and brand recognition.
- Showcased impeccable execution through impeccably styled visuals across 7 categories.

**Design Intern - 43188, India**                                                    **(October - December 2020)**
- Conducted market research and trend analysis for a collection of 30+ garments.
- Collaborated cross-functionally across 3 teams to conceptualize, design, and prototype the collection.
- Cultivated expertise in aesthetics, color theory, and attention to detail through design processes.
- Elevated sales by 15% through visually captivating and converting product designs.

## SKILLS

**Technical Skills**: Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, Sketch, Indesign,User-centered Design, Visual Design, Usability Testing, Information Architecture, UX Research, Userflows, Product Design, Interaction Design, Wireframing, Prototyping, Usability studies, Design Thinking