MAINAK CHAKRABORTY

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OBJECTIVE

My role as a Graduate assistant intersects with my studies in multimedia UX/UI & interaction design. Leveraging tools like Figma, Adobe Creative Cloud, I contribute to pioneering digital solutions, focusing on user experience and research.

EDUCATION

MS in UX/UI & Interaction Design   **New York City, NY**   **Expected Dec 2024**
Touro University, Graduate School of Technology

Bachelor of Mass Media   **Aug 2019**
MMK College of Commerce & Economics   **University of Mumbai, India**

SKILLS & INTERESTS

- **Design Skills**: Visual Design, Branding, Wireframing, Prototyping, Usability Research, Empathy maps, Web Design, IOS Design
- **Software Skills**: Foundational HTML5, CSS/CSS3, jQuery, Flexbox, Bootstrap, Grid, Media queries, Responsive Websites
- **Designing Tools**: Figma, Sketch, InDesign, Illustrator, Photoshop, Illustrator, Balsamiq, Axure, Adobe Light Room, Camera Raw
- **Video Editing**: Adobe Premiere Pro, Davinci Resolve, Adobe After Effects (Basic)

WORK EXPERIENCE

Touro University – *Graduate Assistant (Graphics)*   **New York City, NY**   **Jun 2023 – Present**
- Conducted user behavior research and usability tests to gather insights and improve user experience of university website.
- Spearheaded website content redesign, reducing bounce rate by 20% and increasing time on site by 30%.
- Implemented SEO strategies, boosting organic traffic by 40%.
- Produced and edited video content, contributing to a 5X increase in engagement.

Ipsos Research – *Research Associate*   **Mumbai, India**   **Jan 2022 – Jul 2022**
Marketing Strategy & Innovation
- Conducted market research for Mondelez, identifying target markets and customer behaviors.
- Designed and managed surveys and questionnaires, ensuring high-quality data collection.
- Analyzed research data and created reports with actionable insights, increasing customer loyalty by 10%.
- Coordinated with cross-functional teams to improve efficiency and data accuracy.

Raptreels Productions – *Digital Assistant*   **Mumbai, India**   **Jul 2020 – Nov 2021**
Commercial Video Editing & Client Support
- Worked on commercial video editing for clients and provided technical support to deliver high-quality content.
- Collaborated with freelancers to streamline workflow processes, resulting in a 30% increase in client satisfaction ratings.
- Utilized advanced editing techniques to enhance video quality, leading to a 40% increase in views on clients' social media platforms.

Bzinga (Zee Essel Group) – *Product Intern*   **Mumbai, India**   **Apr 2020 – Jun 2020**
App Development & Process Improvement
- Increased app installations on Android and iOS platforms by implementing targeted marketing strategies, resulting in a 38% decrease in average cost per install (CPI) from $0.40 to $0.25.
- Analyzed monthly social media performance data to identify key trends and insights, leading to a 20% increase in (MAU) and (DAU).
- Conducted user research, Competitive analysis and implemented feedback to improve app UX.
- Collaborated with the UX team to implement user feedback gathered from social media channels, resulting in a 15% improvement in user experience metrics year-to-date (YTD).

ACADEMIC PROJECTS

Time Management & Productivity App – Interactive Design for Mobile   **Jan 2024 – May 2024**
Ticket Booking App – Interactive Design for the Web   **Sep 2023 – Dec 2023**
- Conducted comprehensive user research and usability testing to identify and address user pain points.
- Performed competitive analysis and user interviews to inform design decisions and validate feature prioritization.
- Designed high-fidelity wireframes and interactive prototypes, enhancing user experience and task efficiency.
- Analyzed feedback from usability tests, iterating on design solutions to improve user satisfaction and app functionality.

CERTIFICATIONS

- Foundation Of User Experience (UX)   by Google   **Sep 2021**
- Create High-Fidelity Designs and Prototypes in Figma   by Google   **Ongoing**