

MAINAK CHAKRABORTY

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EDUCATION

MS in UX/UI & Interaction Design

Touro University, Graduate School of Technology

New York City, NY

Fall 2022 - Present

RELEVANT COURSE WORK

- Responsive Web Development
- UX/UI Design Principles
- Design Thinking and Methodology
- Foundations of Web Design
- Interactive Design for Web & Mobile
- Corporate Design

SKILLS

- **Design & Prototyping:** User Centered Design, User Research, Usability Testing, Figma, Invision, Adobe Creative Cloud, Adobe Premiere Pro, Adobe After Effects, Sketch, Typography, Wireframing, Prototyping
- **Technical Skills:** HTML/CSS, GitHub, JavaScript, 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 School of Technology (Dept. of Marketing)

Graduate Assistant (Graphics)

New York City, NY

Jun 2023 – Present

- Enhanced **user experience of the university website** through user **behavior research and usability tests**.
- Spearheaded a **website content redesign**, reducing **bounce rate by 20%** and increasing engagement duration by 30%.
- Implemented **SEO strategies**, **boosting organic traffic** by 40%.
- Produced and **edited video content**, contributing to a **5X increase** in engagement.

Ipsos (Innovation Service Line)

Research Associate

Mumbai, India

Jan 2022 – Jul 2022

- 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

- Worked on commercial video editing for clients and provided technical support to **deliver high-quality content**.
- Utilized **advanced editing techniques** to enhance video quality, leading to a 40% increase in **views on clients' social media** platforms.

Bzinga App (Zee Essel Group)

Product Intern

Mumbai, India

Apr 2020 – Jun 2020

- Boosted 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)**.
- 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 – May 2024

Ticket Booking App

Interactive Design for the Web

Sep – 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.
- Enhanced user experience through **heuristic evaluation** of responsive prototypes to improve usability and functionality.

CERTIFICATIONS

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