MAINAK CHAKRABORTY

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EDUCATION

Masters in Web and Multimedia Design

Graduate School of Technology

Expected Dec 2024

Bachelor of Mass Media

Touro University, New York City

University of Mumbai, India

MMK College of Commerce & Economics

Aug 2019

WORK EXPERIENCE

Touro University – *Graduate Assistant*

New York City, NY

Jun 2023 - Present

- Utilized graphic design expertise to create captivating visuals and user-friendly interfaces for the university's website, ensuring content resonated with the target audience.
- Led the redesign of website content in collaboration with the engagement team, resulting in a 20% decrease in bounce rate and a 30% increase in time spent on site.
- Implemented and executed a robust SEO strategy for the university website, resulting in a 40% increase in organic web traffic within three months.
- Presented user behavior research findings and recommended to the marketing team to influence website design decisions and content creation, emphasizing the importance of incorporating visually appealing graphics and user-centric design elements.

Ipsos Research – Research Associate **Marketing Strategy & Innovation**

Mumbai, India

Jan 2022 - Jul 2022

- Conducted in-depth market research to identify target markets, analyze customer behavior, industry trends, and competition for Mondelez, resulting in the successful launch of new products that captured 15% market share within the first quarter. Managed all aspects of fieldwork procurement and questionnaire creation for client projects at Mondelez, ensuring timely completion and delivery of high-quality data to support decision-making processes.
- Generated comprehensive reports based on market research findings for Mondelez clients, providing actionable insights that led to a 10% increase in customer loyalty and retention rates.
- Performed seamless cross-functional coordination with field executives, data processing team and finance team, resulting in improving the material receipt success rate by 20% and increasing quality efficiency by 16%.

Raptreels Productions – *Digital Editing Specialist*

Mumbai, India

Jul 2020 - Nov 2021

Commercial Video Editing & Client Support

- I worked on commercial video editing for clients and provided technical support, working one-on-one with in-house team members and freelancers 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 monthly active users (MAU) and daily active users (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).

RGBA Studios – *Production Coordinator*

Mumbai, India

Oct 2019 - Mar 2020

VFX & Motion Graphics

- Coordinated production schedules, ensuring timely delivery of client requirements and manuscript flow, resulting in a 15% increase in project efficiency.
- Effectively managed the assembly of footage from multiple sources to streamline the process, reducing production time by 20%.

SKILLS & INTERESTS

- Software Skills: Microsoft Suite, Foundational HTML, CSS, and JavaScript,
- Designing Tools: Figma, Sketch, Adobe InDesign, Adobe Photoshop, Adobe Premiere Pro, Adobe Illustrator, Balsamiq and
- Community Service: Worked at an NGO towards education for underprivileged children in Mumbai.

CERTIFICATIONS

Foundation Of User Experience (UX)

by Google

Sep 2021

• Start the UX Design Process: Empathize, Define & Ideate by Google

Ongoing