MAINAK CHAKRABORTY

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EDUCATION

Masters in Web and Multimedia Design   **Expected Dec 2024**
Touro University, New York City   **Graduate School of Technology**
Bachelor of Mass Media   **Aug 2019**
MMK College of Commerce & Economics   **University of Mumbai, India**

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*   **Mumbai, India**   **Jan 2022 – Jul 2022**
Marketing Strategy & Innovation
- 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 Davinci Resolve
- **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*