

# MAINAK CHAKRABORTY

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## OBJECTIVE: UI/UX Designer

I have a passion for finding opportunities that allow me to dive into the role of UI/UX design and to continue my learning journey in UX Design & Product Design. Collaborating with professionals and gaining hands on experience is something I am eagerly looking forward to. Currently I am actively searching for positions where I can contribute to groundbreaking projects, learn from mentors, and further enhance my skills while making an impact in the field of UX Design

## SKILLS & INTERESTS

- **Software Skills:** Microsoft Suite, Foundational HTML, CSS & JavaScript, Agile Methodology
- **Designing Tools:** Adobe Figma, Sketch, In Vision, Adobe Photoshop, Adobe XD, Adobe Illustrator, Balsamiq, Davinci Resolve
- **Community Service:** At an NGO working towards education for underprivileged children in Mumbai.

## WORK EXPERIENCE

**Touro University – Graduate Assistant** **New York City** **Present**

- As a Graduate Assistant at Touro University, I am at the forefront of shaping the institution's digital presence and engagement.
- Focused on enhancing the university's outreach through multimedia, I specialize in video production and content management for Touro's YouTube channel and website.
- My responsibilities encompass a wide range of skills, including video editing, creating captivating graphics, and curating content that resonates with the university's audience.
- Through my role, I am dedicated to elevating Touro University's online identity and effectively communicating its mission to a global audience.

**Skills & Interest:** Adobe Premiere Pro, Adobe Media Encoder, Adobe After Effects, Adobe Photoshop, Canva.

**Ipsos Research – Research Associate** **Mumbai, India** **Jan 2022 – Jul 2022**

**Marketing Strategy & Innovation**

- Performed professional market research with extensive experience in identifying target markets, analyzing customer behavior, industry trends, and competition for Mondelez.
- Assisted senior researchers in questionnaire and survey design, conducting business forecasts, and participating in weekly team meetings with managers and leadership.
- 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%
- Managed various vendors related to research work and materials, optimizing payment structures and ensuring high-quality research location and on-time in-home fieldwork.

**Raptreels Productions – Digital Editor** **Mumbai, India** **Jul 2020 – Nov 2021**

**Commercial Video Editing & Client Support**

- 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.
- Assisted various contributors to meet deadlines by introducing project matrix, resulting in time savings from 10 to 6 hours per project.
- Implemented seamless sound effects, voices, and music into videos for clients' social media platforms and assembled raw footage using Photoshop to create finalized products.

**Bzinga (Zee Essel) – Product Intern** **Mumbai, India** **Apr 2020– Jun 2020**

**App Development & Digital Marketing**

- Managed social media profiles, created monthly content decks with copies and visuals, and analyzed daily reports to share MAU/DAU and YTD user data with UX team for continuous enhancement.
- Installed Bzinga App on Android/iOS and helped bring down the average cost per install (CPI) from \$0.40 to \$0.25

**RGBA Studios – Production Coordinator** **Mumbai, India** **Oct 2019 – Mar 2020**

**VFX & Motion Graphics**

- Conveyed client requirements, managed production schedules, coordinated manuscript flow, and assembled footage for efficient delivery.
- Effectively provided feedback to process managers and coordinated with Ad agencies and production houses.

## EDUCATION

**Masters in Web and Multimedia Design** **Expected grad Aug 2024**  
**Touro University, New York City** *Graduate School of Technology*

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

## CERTIFICATIONS

- |   |                                |                 |
|---|--------------------------------|-----------------|
| • Marketing in Digital World            | <i>GIES School of Business</i> | <b>Jan 2021</b> |
| • Digital Media and Marketing Principle | <i>GIES School of Business</i> | <b>Jan 2021</b> |
| • Foundation of Project Management      | <i>by Google</i>               | <b>Aug 2021</b> |
| • Foundation Of User Experience (UX)    | <i>by Google</i>               | <b>Sep 2021</b> |