MAINAK CHAKRABORTY

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OBECTIVE: 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**   **Jun 2023 – Present**
- Conducted user interviews and surveys to understand student needs and preferences for website content.
- Analyzed website traffic data to identify areas for improvement. Increased website user engagement by 12%
- Managed and edited content for the university website, social media, ensuring consistent brand messaging and tone.
- Created and edited engaging workshops on current trends in higher education, attracting an average of 20 participants per session.
- Produced spotlight videos of instructors, students, and alumni, generating a 15% increase in video viewership on YouTube.
- Conducted in-depth user research, creating detailed journey maps that visualized user navigation patterns and pain points.
- Presented research findings and recommendations to the marketing team, influencing website design decisions and content creation.
  Skills: 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	*GIES School of Business*		**Jan 2021**
Digital Media and Marketing Principle	*GIES School of Business*		**Jan 2021**
Foundation Of User Experience (UX)	by *Google*		**Sep 2021**