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**