

ESHA CHAKRABORTY

UI/UX Designer



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San Diego, CA



EDUCATION

Certificate in UX Design

CAREERFOUNDRY

2017- Present

500 plus hours of training with industry-leading mentors; course as designed by experts from companies like Apple and Amazon. Focus on data-driven UX methods with a comprehensive, hands-on training spanning from user research & user journeys to information architecture wireframing, prototyping and conversion rate optimization. Developed several real-world projects during the course using software such as Invision, Photoshop and Balsamiq.

Specialization:

Voice User Interface Design:

Developed a solid understanding of key voice design principles while building three Amazon Alexa skills from scratch. Developed use cases and persona for voice, worked with AWS Lambda, created user stories, user flows and voice scripts and conducted usability testing as well for voice design.



DESIGN PORTFOLIO

Worked on real-world projects as a part of the intensive certification course at CareerFoundry:

1. WORD-MATE the Vocabulary app:

Over the course of 11 weeks, I worked on designing a mobile app that changes the experience of memorizing and understanding new concepts, techniques and terms.

2. ASK A MOM the Expert app:

Used 236 hours to design an app that would enable anyone anywhere to get connected and chat with an expert.

Based on the project brief of each one, the following design processes were conducted:

- Competitor research
- User research
- Created user personas
- Mapped user journeys through the app
- Created wireframes and low-fidelity prototypes
- Conducted usability testing
- Evaluated results to determine the next phase of changes to the app.

3. AMAZON ALEXA SKILLS:

Developed three skills from scratch using the project brief for each : a simple haiku reader skill, a 5-minute recipe skill which required user testing and creating a voice script and a personality quiz skill that involved multimodal interaction.

Link to amazon certified haiku reader skill- [https://](https://www.amazon.com/Esha-Chakraborty-Eshas-haikus/dp/B07T18YMYG/ref=sr_1_1?keywords=Esha%27s+haikus&qid=1560526395&s=digital-skills&sr=1-1)

[www.amazon.com/Esha-Chakraborty-Eshas-haikus/dp/B07T18YMYG/ref=sr_1_1?](https://www.amazon.com/Esha-Chakraborty-Eshas-haikus/dp/B07T18YMYG/ref=sr_1_1?keywords=Esha%27s+haikus&qid=1560526395&s=digital-skills&sr=1-1)

[keywords=Esha%27s+haikus&qid=1560526395&s=digital-skills&sr=1-1](https://www.amazon.com/Esha-Chakraborty-Eshas-haikus/dp/B07T18YMYG/ref=sr_1_1?keywords=Esha%27s+haikus&qid=1560526395&s=digital-skills&sr=1-1)

**Master of Science in Mass
Communication
(BANGALORE, INDIA)
2009**

**Bachelor of Science in
Biotechnology
(BANGALORE, INDIA)
2007**

T TOOLS

- MS Office
- Sketch
- Adobe XD
- InVision
- Axure
- Balsamiq
- Prott
- AWS Lambda
- LucidChart

Q SKILLS

- Design documentation
- Wire-framing and prototyping
- User stories & Personnas
- Conducting user interviews
- Card sorting
- User research
- Creating Voice Scripts

EXPERIENCE

Freelance Writer

2014-2017

Copywriting(SEO writing and product descriptions) for online businesses. Created brochures, posters and event flyers for non profit organizations. Been the editor of the 2015 and 2016 magazine of an NGO.

Web Writer

2012-2013(Contract)

SEARS HOLDINGS CORPORATION

Created engaging online copy for users of the revamped pharmacy website. Liaised with cross functional teams gathering content and getting approval and feedback to create 'know-how' documents, training manuals and microcopy for emails.

Technical Writer

2011-2013

CARTTRONICS

Documented user guides, installation manuals and assembly manuals for Engineering and Operations teams. Created content that required high level of individual research, interviewing SMEs and liaising and seeking feedback and approval from different teams. Revamped document creation and management within the organization.

Content Writer

2010

JULY SYSTEMS

Created microcopy for the UX Design team and supervised design conformance(including proof reading) for customers such as NBC, WSJ, CBS and ESPN.