Manaj Chakrobarti

House 287 Road 8A Dhanmondi, Dhaka, Bangladesh
+880 17 1296 1731
manaj.chakrobarti@gmail.com

Linkedin - www.linkedin.com/in/manaj
Portfolio - chakrt.com
Behance - www.behance.net/chakrt

With 12 years in Product Design and 7 in web and graphic design, I am a user-focused Product Designer experience in B2B SaaS applications within the content marketing space. Having been part of a startup from its inception to acquisition, I gained experience in agile teams, product management, usability testing, A/B testing, research, double diamonds design processes, accessibility, and design systems. Going forward I want to create simple, user-friendly, inclusive solutions for both web and mobile that make peoples' lives easy.

Work Experience

Product Designer II - Optimizely, Dhaka | January 2023 - November 2024

Successfully increased pageviews from 25K per month in 2022 to almost 80,000 per month in 2024 for the DAM software which had been redesigned by me. Launched a new self-service solution for Product Recommendation application which was managed service before.

- Worked with product managers and developers across three time zones to plan and execute tasks and maintain design quality remotely.
- Conducted research, created wireframes, and built hi-fidelity prototypes to solve problems while contributing design system and usability testing.
- Presented and defended designs in weekly guild meetings to encourage collaboration and feedback.

Product Designer (I) - Optimizely/Welcome/NewsCred, Dhaka | July 2016 - December 2022

During this period, the company changed from NewsCred to Welcome after selling its content business during COVID and was later acquired by Optimizely in 2022, while I remained part of a small three-member design team with minimal title changes.

- Contributed to all aspects of the in-house content management application, including content creation, planning, management, and publishing for web and sometimes mobile.
- Developed the product MVP, achieved product-market fit through research, created wireframes and prototypes, co-created the company's first design system, and collaborated with the development team to implement it.

Design Team Lead (CMS) - NewsCred , Dhaka | September 2011 - June 2015

At the time, NewsCred's business focused on content gathering and distribution through its proprietary white-label content management system (CMS). Our team successfully delivered CMS design and installations for a diverse client base, ranging from startups to Fortune 500 companies.

- Managed a team of five designers to create themes for NewsCred's proprietary CMS software.
- Collaborating with the engineering team for code update as well as QA team for quality assurance.

- Used HTML/CSS and templating languages to create tailored CMS solutions, while also reviewing code for other designers.
- Facilitated comprehensive training sessions to enhance the team's proficiency in design technologies.
- Looking after various design initiatives, overseeing interior design and even wall painting projects, startup right?

Graphic & CSS Designer - NewsCred, Dhaka   March 2009 - August 2011

- Designed various aspects of NewsCred's first product NewsCred 1.0, a software for crafting personalized newspapers.
- Collaborated on the HTML/CSS development for the entire suite of software being created.
- Created design proposals for other companies as part of the Marketing team to show our product capabilities.

Web Designer - bdnews24.com, Dhaka   June 2007 - February 2009

- Designed and built the bdnews24.com portal as a freelance designer, and it continues to operate successfully to this day.
- Developed, maintained, and updated supplementary mini sites of the newspaper, e.g. tech news website, kids website, also designed web ads, print material, etc.

Skills

- Proficient in the Double Diamond design process, User-Centered Design, Design thinking
- Experienced in Usability testing, A/B testing, Remote Usability Testing e.g. UsabilityHub
- Skilled in low and high-fidelity prototyping, interactive prototypes using Figma and InVision.
- Experienced in creating, updating, and utilizing design systems.
- Semantic HTML5, CSS3, and basic JavaScript.
- Worked in accessibility standards (WCAG 2) (a11y) maintaining AA standard.
- Proficiency in softwares like Sketch, Adobe Photoshop, Illustrator, Lightroom and Premiere.
- Project management and Certified ScrumMaster (January 2015)

Education

Bachelor of Arts (Hons) in Graphic Design & Multimedia obtaining 2.9 from Shanto-Mariam University of Creative Technology January 2004 - December 2007.

Language

- Bangla (Native),
- English (IELTS Academic 7.5 in January 2025),
- Hindi (Communicative)