

# Soumyoprabho Mukherjee

Senior Product Designer | Elsa | Graphy | Unacademy

I turn complex problems into elegant, usable, and beautiful digital solutions that users love.

• **Portfolio** <https://soumyomkhj.github.io>



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## Previous Work Experience

- **Elsa Corp, San Francisco, Remote** July, 2024 - Present  
**Senior Product Designer**
  - Introduced and launched multiple English learning games, including the app's highest-converting experience.
  - Collaborated with AI, pedagogy, and marketing teams to identify user pain points and craft engaging solutions.
  - Leveraged user interviews to take informed design decisions, solving user problems with microinteractions and animations.
  - Streamlined design handoff processes and championed the adoption of design QA practices across teams.
- **Unacademy, Bangalore** Aug, 2022 - July, 2024  
**Product Designer**
  - Led design for educational platforms like Graphy.com and offline center tools, from scratch.
  - Collaborated with product, front & back-end engineering and data analytics teams to ship cohesive, scalable experiences.
  - Owned end-to-end UX—from research to handoff—focused on learning and engagement.
- **Newzera, Indore** May, 2021 - Jul, 2021  
**Interaction Design Intern** Designed key user experience flows and microinteractions to make core touchpoints intuitive.
- **Probano, Delhi** Jan, 2020 - Jul, 2020  
**User Experience Designer** Acquired by TopRankers Udaan. Worked on branding and designed their career counseling platform.
- **Univinks, Hyderabad** Dec, 2019 - Jul, 2020  
**Designer** Built the UX and visual identity of a classroom model focused on inclusivity in classroom experiences.
- **Mutedspace, Delhi** Jun, 2017 - Jun, 2018  
**Design Intern** Redesigned their logo, researched to predict seasonal color trends and worked on rebranding for their client.

## Values I Can Bring

- Interaction Design
- Design Process
- Micro-interaction
- Instructional Design
- Product Thinking
- Hi-Fi Prototyping
- Pattern Language
- User Study
- Wire-framing
- Service Design
- User Evaluation
- Haptics

## Technical Skills

Skilled in rapid prototyping, motion design, and visual storytelling on Figma | Rive | ComfyUI | MidJourney | Protopie | LottieLabs | After Effects | C4D | Spline | HTML+CSS | Illustrator | Photoshop

## Other Interests

- Photography
- Calligraphy
- Cinematography
- Travelling

## Education

- **M. Des., Interaction Design** 2020-22  
IDC, IIT Bombay
- **B. Tech., Information Technology** 2015-19  
IIST Shibpur

## Academic Projects

- **Chandrakanta** Final year project  
**Interactive multilinear webcomic**  
Reimagining Khatri's take on the first published hindi novel as a webcomic that lives on a website and can be explored in your way and experience the same ending in different perspectives.
- **Clay Time** Published on India HCI 2021  
**Tangible Interaction with Clay!**  
Based on image processing we designed and developed a product to play music with clay!
- **Youtube Coach** IDC project  
**Instructional Design, UI/UX**  
Designed a platform to make learning from YouTube easier and presented to YT India.
- **Exalt Body** IDC project  
**Design Fiction Short Film**  
A short film speculating on what will happen if we could upgrade our body biologically.
- **Bonfire** IDC project  
**Sensory User Experience**  
Designed a fun activity for India HCI breaks, to interact with others, play and just chill.
- **Create n Share** IDC project  
**Interaction Design**  
Designed a platform to assess creativity of school students with help of teachers.

## Personal Projects

- **Photography Tours** 2017 - Present  
**Across India**  
With a small group we travelled to different places to capture essence from that place.
- **Freelancer** 2016 - 2020  
**Graphic Design, UI/UX Design**  
Worked with early-stage startups on branding, websites, and UI/UX for MVPs.