



PROSHONJIT MITRA

UX DESIGNER | UX RESEARCHER | INNOVATOR

ONLINE PORTFOLIO

Web: www.proshonjitmitra.com

ABOUT ME

Customer-driven designer committed to making a difference; passionate about producing and realizing inspiring, innovative ideas using design thinking.

CONTACT

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UX SKILLS

UX Design | UX Research | Prototyping |
Usability Testing | Solution Design |
Service Design | Voice Prototyping |
Ideation | Card Sorting | Visual Design |
Physical Computing & Prototyping |
Heuristic Evaluations | Journey Maps |
Conversational Design | Mockups |
Web Design | Product Design | Flows |
User Recruitment | Graphic Design |
Product Development Lifecycle

SOFTWARE SKILLS

Sketch | InVision | Principle |
Axure | Balsamiq | Framer | Figma |
Google Dialogflow | Arduino SDK |
RealTimeBoard | Excel | PowerPoint
Adobe Creative Cloud Suite:
XD | Photoshop | Illustrator |
Premiere Pro | Audition |
Dreamweaver | After Effects

PROGRAMMING LANGUAGES

HTML | CSS | JavaScript (D3.js) |
Python (PANDAS) | C++ for Arduino

EDUCATION

#Sep 2017 > Jun 2019

MS Information Management @ University of Washington (Seattle, WA) **GPA: 3.85**
Specializing in **User Experience**. Coursework includes User Experience Design, HCI, User Research Methods, Information Architecture, Usability Studies, Interaction Design.

\$ Jan 2019 > Present | **Graduate Research Assistant** @ UW CSE (Seattle, WA)

> Research and redesign the Project Sidewalk website front-end to implement a scalable design framework while working with a team from Computer Science.

\$ Sep 2018 > Present | **Graduate Teaching Assistant** @ UW iSchool (Seattle, WA)

> Attend classes, grade papers, collaborate with instructors to provide feedback.

#Sep 2009 > Jun 2013

B.Engr Computer Engineering @ University of Mumbai (Mumbai, India)

INDUSTRY EXPERIENCE

Jan 2019 > Present

UX Research & Design @ Mozilla (Seattle, WA) for the MSIM Capstone Project

> Designed & conducted user and developer interviews to understand user needs to design a developer centric product to add Voice IX for Firefox browser. Currently in design phase.

Jun 2018 > Sep 2018

Conversational Design & UX Design Intern @ GoDaddy (Kirkland, WA)

> **UX Designer on "NameStormer"**: Won first place in the Customer Experience category in the Hackathon. Conducted usability tests through UserTesting.com and in-person interviews. Created an interactive prototype based on the study. Submitted design specifications to production; aims to increase customer engagement by 11%.

> **Conversational Designer for Chatbot**: Worked on Content Strategy and developed five intents for the Smartline bot by designing the conversational flow, script writing based on brand strategy, developing the intent using DialogFlow in an agile environment.

Sep 2016 > Jul 2017

Content Strategist & Marketing Lead @ IOTAP (Mumbai, India)

> Conducted usability studies to articulate the user centered design for an e-commerce product that empowered the end user & boosted the speed of the sales pipeline by 25%.

INDEPENDENT PROJECTS

Jan 2019 > Mar 2019 | **Rplayr** @ University of Washington (Seattle, WA)

> Conducted contextual enquiries and user interviews with stakeholders in the domain of voice technology, ideated a solution to increase engagement by 1000% in the domain of voice data collection by creating an iterative high-fidelity prototype of a social platform.

Oct 2018 > Dec 2018 | **Safe to Eat: Food Savior** @ UW (Seattle, WA)

> Conducted user research to find the root cause of food waste issues, prototyped a user interface (with low and high fidelity wireframes), conducted usability studies, and created a design comp for a solution to reduce food waste on the Echo Show platform.

Oct 2018 > Present | **Back to School** @ Imagine Mobility Ideathon/King County Metro (WA)

> Researched & designed a solution for working parents in King County with the goal of reducing drive-alone rates in the region by 5-8%. Also won the first place in the Ideathon.

Nov 2018 | **Retail'ored** @ T-Mobile Hacksgiving (Bellevue, WA)

> Provided leadership to the team to research using quantitative methods, ideate, design, prototype an AR/VR solution aimed to reduce returns in digital commerce by 15-20%. Presented a demo to T-Mobile executives to win the first place in the hackathon.