



MRINMOYEE GHOSE

UX/UI DESIGNER | INDUSTRIAL DESIGNER | CONTENT CREATOR

ABOUT ME

I am an UX/UI and Industrial designer currently based in Vancouver, BC with a passion for interdisciplinary design, research, content creation and marketing.

I use my strong communication skills, work ethic and design skills to provide an outstanding service to prospective clients.

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 [Portfolio / Website](#)

EDUCATION

• **BrainStation | Diploma Candidate, User Experience Design**
JUN 2020 - SEPT 2020, VANCOUVER, BC

• **Emily Carr University of Art + Design | BDes, Industrial Design**
SEPT 2016 - MAY 2020, VANCOUVER BC

• **Calcutta International School**
SEPT 2014 - 2016, CALCUTTA, INDIA

TOOLS



WORK EXPERIENCE

• Product Design Intern at Shopify | January 2022- August 2022

- Owning and creating high-fidelity production-ready design files of mobile improvements for Automations and successfully submitting Github tickets and collaborating with engineers.
- Prototyping the 1st-party and 3rd-party partner-app platform automation project to create the MVP. This will allow partner apps to integrate into Shopify marketing activities and allow merchants to manage multi-channel flows.
- Prototyping long-term solutions to the Marketing Automations screens from the merchant insights to troubleshoot the issues they were facing.
- Sourcing research participants, creating discussion guides and running merchant interviews to gather insights from the General launch of automations and the Abandoned Checkout Beta release.
- Creating a component library for the Automations team to make the exploration and designing more seamless and easy.
- Analyzing and conducting a competitive analysis with other automation tools on the market.
- Curating merchant feedback from social media channels like Tiktok, Youtube and Twitter to gain organic insights.

• UX Researcher at CubicFarms Systems | November 2021- January 2022

- Conducted research and helped prototype an internal app to help farmers to control their hydroponic indoor farms.

• UX Design Intern at Kabo Fresh Dog Food | January 2021- August 2021

- Responsibilities include conducting competitive analysis, user-research, designing wire frames, prototypes and hosting user-tests to make informed designs and decisions.
- Designed and optimized the onboarding flow to reduce churn including the recipe page and customer account page.
- Was placed as the sole designer for their sister company, Monch Bar for 3 months with complete autonomy on design and direction of the website, socials and other brand assets.
- Gained key experience in ownership and accountability working in a robust start-up.

• Industrial Designer at Chaos Club Digital Jan 2020- Jan 2021

- Leader, curator and manager of spatial design, building stage props, event and set design for music videos, launch events, performances etc.
- Experience in high-stress environments and tight-deadlines to meet client needs and wants.

• Content Creator at Personal Social Media and Blog | 2018- Present

- Managing personal fashion, travel and lifestyle blog, providing key experience in social media marketing, optimizing SEO and content creating for brands (via Instagram). Past partnerships include Puma, Bumble, Kappa Canada, DCShoes, Revolve etc to name a few.

• Buying, Merchandising and E-Commerce Intern at Mine and Yours Luxury Resale | 2017-2018

- Duties included managing back-end logistics, product/inventory, photography and e-commerce.
- First hand experience in communicating with, trouble-shooting problems and understanding customer needs to create a pleasant experience for them in-person and online.

• Industrial Design Intern at FroggMag India| 2018

- Provided orthographic sketches to prototype a kiosk for carpenters and designed a user focused layout for the company's website to optimize user experience.

NOTABLE PROJECTS

• Shopify: Mobile Audit and Improvements | Product Design Intern | JAN 2022- AUG 2022, VANCOUVER, BC

- Owned the project delivery end-to-end and the goal was to audit the current Marketing Automations mobile experience and make short-term improvements to the UI. Conducted an audit and competitive analysis to outline all the issues that would need updated design files. Collaborated with developers to ship these changes and drive impact for all our merchants.

• Kabo Onboarding Flow Redesign | UX Design Intern | MAY 2021 , TORONTO, ON

- The objective was to optimize and streamline the onboarding flow to reduce drop-off and increase sign ups. I did a comprehensive competitive analysis on optimizing the onboarding flow. I created wireframes and prototypes for 2 iterations of the new flow. I conducted 2 rounds of user-testing before handing off for final development with the use of Github and creating an in-depth design spec for developers.

• Coastal Connect: Video Roulette UX Case Study with EY | UX/UI Designer | JUL 2020, BRAINSTATION, VANCOUVER, BC

- One of the most exciting opportunities I had during my UX Diploma Program at Brainstation was to have a chance to collaborate with EY on a design sprint to solve a design challenge prompted by them in 4 days. This allowed me to have key learnings in team work, communication, effective delegation of tasks and accepting pivots.

• Homeslice Capstone Project UX Case Study | UX/UI Designer | JUL 2020- SEP 2020, BRAINSTATION, VANCOUVER, BC

- Homeslice is a marketplace and delivery service for local home businesses to connect to customers in their city. A 10 week solo capstone project in creating a digital solution for a post COVID-19 world. I was responsible for the user experience research as well as creating the user interface from start to finish. This taught me to trust the process, be open to feedback and iterate.

• Corona (2020) Film | Lead Art Director and Set Designer | FEB 2020, BC MINORITIES IN FILM & TV SOCIETY, VANCOUVER, BC

- Hand-built and art directed the elevator film set in 3 days for "Corona" by Mostafa Keshvari. I recruited a team of 3 people total to assist with the build. This is the most mammoth challenge I have dealt with to this date but gained a lot of valuable skill and experience in terms of leadership, time management and being resourceful with budgets.

• Dank Mart (Robson) | Prop Design Assistant | JULY 2021, VANCOUVER, BC

- Making life-sized rare snacks props for the Dank Mart (Robson) window display as a visual merchandiser.