



# Mayukh Das

## Interaction Designer

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**Portfolio:**  
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### About

Interaction Designer with over 10 years of experience in the creative industry, specializing in the complete design process from conceptualization to delivery. Proven expertise in leading multi-disciplinary teams to deliver high-quality product design solutions. Seeking to leverage my skills in user research, prototyping, and design to contribute to innovative projects in a dynamic organization.

### Experience

#### **Design Team Lead, Art Director**

USTRAA Men's Grooming (2015 - 2022 , New Delhi)

- Led a multidisciplinary team of designers, 3D artists, video editors, and photographers.
- Delivered high-quality design solutions for websites, ads, and social media campaigns.
- Increased social media engagement by 30% through innovative ad campaigns.
- Conceptualized and developed new product lines and promotional strategies.

#### **Senior Designer**

Happily Unmarried Mkt. Pvt. Ltd. (2012 - 2015 , New Delhi)

- Designed and executed marketing materials including packaging, digital, and print media.
- Collaborated with the marketing teams to create branding strategies.
- Headed the photography team for product launches and ad campaigns

### Education

#### **Master of Science in Digital and Interaction Design**

Politecnico Di Milano (2022 - Present , Milan)

#### **Bachelor of Design in Fashion Communication**

National Institute of Fashion Technology (2008 - 2012 , Mumbai)

### Software & Skills

#### **Technical Skills**

Figma, Photoshop, Illustrator, Indesign, After Effects, Da Vinci Resolve, ProtoPie, Arduino

#### **Research Skills**

User Research, Interviews, Heuristic Evaluation, Task Analysis & Personas, User Journeys, Digital Ethnography, Cognitive Walkthrough, Usability Testing, Card Sorting, Tree Testing

#### **AI**

Prompt Engineering, Stable Diffusion, Midjourney, ChatGPT

#### **Skills Currently Loading**

Framer, Blender, Unreal Engine, Touch Designer

### Interests

Lego photoshoots, Bar coasters collection, Painting, Hiking outdoors, Plant enthusiast