

BAISAKHI MAJUMDER

Product Designer

Portfolio: <https://www.baisakhidesign.com/>

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SUMMARY

Product Designer with experience designing web, mobile, and conversational experiences across SaaS, education, and consumer products. Strong in end-to-end UX, interaction design, and visual systems. Known for partnering closely with product and engineering to deliver clear, scalable, human-centered solutions.

EXPERIENCE

Product Designer

Mobifusion — Sunnyvale, CA / Mar 2016 – Jul 2017 (Full-time)

- Owned end-to-end design for responsive web, iOS, Android, and chatbot experiences for education and language-learning products
- Designed conversational UX for Facebook and WeChat chatbots, improving clarity, task completion, and user engagement
- Led website redesigns and multiple mobile app experiences from concept to high-fidelity execution
- Created user flows, wireframes, and interactive prototypes; partnered closely with product, engineering, and sales teams

Product Designer

Squiffy Clean — Palo Alto, CA / Dec 2015 - Feb 2017 (Part-time)

- Designed brand system, marketing website, icons, and lifecycle assets to support early-stage product growth
- Created VC-facing pitch decks and executive storytelling materials for fundraising

Early Childhood Educator (Contract / Part-time)

Preschool Programs, Bay Area, CA / 2018 – Mar 2025 (Intermittent)

- Designed age-appropriate learning activities and classroom materials
- Built strong communication and collaboration with parents and staff

Graphic Designer

Studio Print Art, Kolkata, India / Aug 2010 - Jan 2012 (Full-Time)

- Led visual design for logos, brand identities, and marketing collateral, ensuring print-ready quality and brand consistency across all materials.

Graphic Designer (Earlier Career)

Leapstart After School / Studio PrintArt / Million Words Media | 2008 – 2013

- Delivered branding, print, and digital design across education, publishing, and marketing, ensuring visual consistency and high-quality execution across digital and physical touchpoints.

EDUCATION

Google UX Design Certificate / **Coursera**
Completed Dec 2025

Rabindra Bharati University, Kolkata, India /
Bachelor of Fine Arts (B.F.A.) / 2004 – 2008

UC Santa Cruz Extension, USA /
Certificate - Web & Interactive Media
Design / 2014 - 2015

SKILLS

User Interface

User Experience

Interaction Design

Wireframing

Prototyping

Visual Design

Brand Identity

TOOLS

Figma

FigJam

Sketch

Adobe Photoshop

Adobe Illustrator

Balsamiq

InVision

HTML, CSS (basic)

Keynote

PowerPoint