Anupriya Chakraborty
Product Designer / UX UI Designer specializing in zero to one designs
San Francisco Bay Area | (814) 880-1127| chakrabortyanupriya.ac@gmail.com | LinkedIn | Portfolio

WORK EXPERIENCE

User Experience Consultant Nuven, USA (B2C Application)   09/25 - present
- Designing critical user flows for an AI driven nutrition application, translating the company's product vision and existing user feedback into intuitive, high-conversion UX solutions.
- Synthesizing internal user insights and competitive UX patterns to identify usability gaps and embed best practices, ensuring designs aligned with both user needs and business goals.

Founding Product Designer and Creative Lead, The Artisanal Attic, USA (E-commerce)   05/25 - 09/25
- Spearheading research-led product and visual design to craft an end-to-end user experience, using Shopify as the CMS: shaping IA, UI systems, and responsive commerce experiences.
- Bridged design and development by customizing Shopify's Liquid, JSON, and CSS code to create a cohesive and branded storefront experience.
- Collaborated across design, marketing, and leadership to inform both storefront strategy and wider business strategy.

UX/UI Intern, ASML, San Jose, CA (B2B semiconductor analytics)   06/24 - 09/24
- Led UX effort on a Samsung/Intel chip analysis tool- ideated and created user flows, personas, user journey maps, conducted heuristic evaluations, designed end-to-end UI for multiple features, co-wrote test plans with PM, Dev, and QA, received recognition by senior leaders for impact and initiative.
- Shipped a data-visualization dashboard that puts all chip metrics in one view, cutting defect-diagnosis time for engineers.

Design Engineer, Micron Technology Inc, Boise, ID   09/18 - 04/21
- Created a novel design for temperature interpolation circuits used in mobile phones, which helped make the chip 70% smaller and resulted in projected cost savings of > $1M/Year. Patented as US Patent US11243554B1 and US11714443B2.
- Secured leadership buy-ins by driving data-backed design reviews; positively impacting $30 B product line.
- Led global, cross-functional design projects with Product and Engineering stakeholders to turn ambiguous requirements into detail-driven solutions and managed deliverables to ensure adherence to tight deadlines.

PROJECTS

- **Anchor: A Mobile Application to enable Remote Care Management**   10/24 - 04/25
  Capstone Project, San Jose State University
  - Conceptualized and designed a streamlined mobile application to unify eight disconnected touchpoints for families managing care services, achieving a **System Usability Scale score of 84.6** on initial high-fidelity prototype.
  - Performed a redesign based on usability test results and resolved the stickiest problem (collaborating through to-do lists) resulting in an increase in task success rate by 50%.
- **Acme Phoenix 2.0: Gamifying Fraud Detection**   04/24 - 05/24
  Project for ISE 220: Interaction Design 2 (Data Visualization and Gamification), San Jose State University
  - Architected agent workflow for a proxy fintech fraud-detection firm, delivering an enterprise product that **surfaces high-risk alerts in less than 3 clicks, accelerates triage and improves agent motivation** through gamification.

SKILLS AND TOOLS

- **Skills -** Interaction design, Visual Design, Wireframes, Mockups, High fidelity prototyping, Rapid iteration, User research, Heuristic evaluation, Usability study, Jobs To Be Done, Personas, Journey Mapping, Storyboarding, Competitive analysis, Data Visualization, Gamification, Card sorting, Contextual inquiry, User flow diagrams
- **Tools -** Figma, Axure RP, Adobe XD, Whimsical, FigJam, Miro, GSuite, Qualtrics, Jira, Confluence, Maze

EDUCATION

MS Human Factors and Ergonomics, concentration in User Experience   07/23 - 05/25
San Jose State University, San Jose, CA   (GPA : 3.962)
- Relevant coursework: Human Computer Interaction, Interaction Design I-II, Usability Testing, Healthcare delivery Systems, Human Factors Experiments

- Vice President, Friends of Figma SJSU: Organized student workshops to help design enthusiasts learn how to build through Figma

AWARDS AND ACHIEVEMENTS
- Devised novel design for temperature interpolation circuits, resulted in 70% reduction in chip area and projected cost savings > $1M/Year and led to Patents US11243554B1, US11714443B2)
- Accepted a scholarship from Figma (less than 10% acceptance rate) to attend their flagship design conference Config 2025 in San Francisco.