

# Palash Mukhopadhyay

PRODUCT DESIGNER

www.mpalash.com  
mpalash@gmail.com  
+358-40-1363626

I solve business problems through the creation of meaningful and delightful user-experiences. Besides design, I indulge in reading, writing and photography.

## Experience

DIGITAL DESIGNER  
**EMMA**  
2017 · Espoo, Finland

Design and production of interactive screen installations for the exhibition Aukio – Bryk & Wirkkala, in the visible-storage and archive space of the newly opened permanent exhibit space at EMMA.

SENIOR UX DESIGNER  
**Nosto Solutions Oy**  
2016 — now · Helsinki, Finland

Product design, prototyping and basic front-end for Nosto's Admin UI. Client-feedback and data-driven optimisations for various aspects of the Admin UI in order to increase adoption and meet business goals. Nosto Design System to better align with Nosto's evolving client-base.

DESIGN LEAD  
**Morr Oy**  
2015 — 2016 · Helsinki, Finland

Design iteration, product and front-end development of the user-interface for the service across all devices and platforms, to meet user and business requirements through data-driven design interventions. Also, overseeing all aspects of design from brand-voice to marketing collaterals.

FOUNDER & CHIEF DESIGN OFFICER  
**Noticed**  
2014 · Helsinki, Finland

Founder, design and product lead for Noticed — a communication platform for organisations. Noticed attempts to aggregate, sort and classify content and present it to the user in a simplified format.

DESIGN RESEARCHER  
**Aalto Fablab**  
2013 · Helsinki, Finland

Assisting and consulting users with projects involving personal fabrication methods such as laser-cutting, vinyl-cutting, PCB fabrication, 3D printing, CNC milling and various multi-process projects.

UI DESIGNER  
**Thinglink Oy**  
2011 — 2013 · Helsinki, Finland

Design across the service, and some front-end. Designed its transformation from a publishing tool to a social microblogging platform. Prototyped and patented an extension of the ThingLink core service to include a NFC offering through interactive tagged posters.

DESIGN RESEARCHER  
**Srishti Institute of Art, Design and Technology**  
2008 — 2010 · Bengaluru, India

Research into mobile-learning technology, play, alternative education methodologies and local craft-traditions through workshops with children (primarily from disadvantaged backgrounds) and their educational facilitators. Designed a safe-haven eco-system comprising face-to-face and virtual interactive learning spaces, and presented it at the Scratch@MIT 2008 Conference (MIT, Boston), Microsoft Research Faculty Summit 2008 (Seattle) and at the Designing for Children International Conference (IDC, IIT, Powai, India).

## Education

MA IN NEW MEDIA  
**Media Lab, Aalto University**  
2010 — now · Helsinki, Finland

EXCHANGE RESIDENCY  
**International Academy of Media Arts and Sciences (IAMAS)**  
2008 · Ogaki, Japan

GRADUATE DIPLOMA IN VISUAL COMMUNICATION DESIGN  
**Srishti Institute of Art, Design and Technology**  
2003 — 2007 · Bangalore, India

## Tools

Figma Sketch Invision Principle Photoshop Illustrator InDesign  
Node.js Vue MongoDB Heroku GIT  
Jekyll Hugo Netlify Drupal Kirby  
Processing Arduino Pure Data Open Frameworks  
Axure OmniGraffle

References available on request.