# Palash Mukhopadhyay
PRODUCT DESIGNER

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

## Experience

**DESIGN LEAD**
**RAIN by Lempea Oy**
2019 – now / Helsinki, Finland

Developing delightful and easy to use applications for working efficiently and easily with data. Involved with conceptualising and designing workflows and high-level user-experience, defining detailed interface mockups and planning / overseeing their implementation, single-handedly managing the design system for the application. Contributing towards multichannel branding efforts.

**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 – 2019 / 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**
**Morrr 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.

## 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 Photoshop Illustrator InDesign
Node.js Vue MongoDB Heroku GIT
11ty Graph CMS Contentful Netlify Drupal
Processing Arduino Pure Data Open Frameworks
Miro Axure OmniGraffle

References available on request.