

# Po Bhattacharyya

EXPERIENCE | DESIGN | PRODUCT

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## WORK EXPERIENCE

### UX Design Consultant | Zazzle

Zazzle is an e-commerce platform with annual revenues of over \$250 million.

Created a research plan to better understand Zazzle's younger consumers · Developed a product strategy for attracting and retaining millennials on the platform · Currently prototyping product ideas to expand Zazzle's offerings.

Jan '18 - present

### Product Design Lead | California Academy of Sciences

The Academy is a science museum with over 10 million annual visitors.

Designed and built an online learning program as the design lead of a 5-person team · Established a comprehensive design system · Led professional development workshops for the educator network · Helped grow the customer base to 500+ educators in 15 states.

June '16 - Jun '17

### Curriculum Designer | IXL Learning

IXL is an ed tech company with over 6 million active subscribers.

Designed and built IXL's science product · Drove product updates, such as new grading algorithms and interactives, for IXL Science · Launched a product generating \$1.2 million in revenue in its first year.

Aug '14 - Jun '16

## DESIGN PROJECTS

### Project Lead | Brick

Currently leading a 4-member team through the design and development of an augmented reality game for romantic partners. **Sponsor: Verizon.**

### Game Designer | The Talking Dead

Built a virtual reality game about storytelling with live audience participation on Twitch. **Sponsor: Twitch.**

## EDUCATION

### Carnegie Mellon | Aug '18

Master of Human-Computer Interaction (expected)

GPA: 4.0

### Brown | May '14

Bachelor of Arts, Geology-Biology

GPA: 4.0

## Awards

Finalist, Student Design Challenge Interaction Design Association | '18

Recipient, Royce Fellowship Brown University | '13

## SKILLS

### Process

generative user research, information architecture, low/med/high-fi prototyping, visual design, motion design, user testing, productization

### Tools

Balsamiq, Adobe CC, Sketch, InVision, Principle, Framer, Unity

### Programming

HTML, CSS, JavaScript, D3, React