Manaj Chakrobarti

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Senior Product Designer with 17 years of design experience, including 12 years in Product Design and 5 years in Web and Graphic Design. Worked in B2B SaaS, Content Marketing, and Martech companies from inception to acquisition. Experienced in AI-assisted development, agile teams, usability and testing, research, accessibility, and design systems. Looking to bring this expertise to the next generation of AI-driven product development, for both web and mobile.

WORK EXPERIENCE

Senior Product Designer - Contract *Nov 2025 – Jan 2026*

Moment — B2B SaaS (Sports Industry), Remote, Halmstad, Sweden

- Designed the first version of the product and helped build the first design system. Used AI to create wireframes.
- Collaborated with the CEO, developers, and designers to create and implement the first iteration of the product.

Product Designer II *Jan 2023 – Nov 2024*

Optimizely — Remote, B2B SaaS (Content Marketing / DAM)

- Redesigned the Digital asset management product, growing pageviews from 25K to nearly 80K/month by 2024.
- Launched a self-service solution for the Product Recommendation application (previously managed service only).
- Collaborated with PMs and developers across three time zones; presented designs in weekly guild meetings.

Product Designer I *Jul 2016 – Dec 2022*

NewsCred → Welcome → Optimizely (NewsCred was acquired), Dhaka

- Contributed to all aspects of the in-house product Content Marketing Platform: content creation, planning, management, and publishing (web & mobile).
- Developed the product MVP, achieved product-market fit through research, and co-created the company's first design system. Collaborated with the design guild, PM, and developers.

EARLIER EXPERIENCE

Design Team Lead - NewsCred, Dhaka *Sep 2011 – Jun 2015*

Managed a team of five designers delivering CMS themes for clients from startups to Fortune 500 companies. Conducted design training sessions. Hired designers and other startup-related work.

Graphic & CSS Designer + Web Designer, NewsCred & bdnews24.com — Dhaka *Jun 2007 – Aug 2011*

Designed NewsCred 1.0 and the bdnews24.com portal (still live). HTML/CSS and print design, development across the product suite.

EDUCATION

Master's in **Experience Design** *Halmstad University • 2025 - Present*

BA (Hons) **Graphic Design & Multimedia** *Shanto-Mariam University of Creative Technology • 2004–2007*

LANGUAGES

Bangla (native) • **English** (IELTS Academic 7.5, Jan 2025) • Hindi (communicative) • **Swedish** (Basic) KURS C

SKILLS

Product Design - User Experience (UX), User Interface (UI), Interaction Design, Wireframing, Prototyping, Product Strategy, User Journey Mapping, Information Architecture, User Flows, Design Thinking, Cross-functional Collaboration, Product Discovery, End-to-end UX, Design systems, Usability testing, A/B experimentation, and user interviews. Accessibility to WCAG 2.1 AA, AAA.

Tools — Figma (primary), Framer, Sketch, Adobe Suite, Blender, InVision, Miro, Figjam, Jira, Confluence.

Development — Semantic HTML5, CSS3, JavaScript; AI-assisted prototyping and rapid development. Terminal.

Process — Certified ScrumMaster, agile collaboration, distributed teams, stakeholder management.