

# RINKI MUKHERJEE, MBA

USER RESEARCHER/USER EXPERIENCE DESIGNER/VISUAL DESIGNER

## SUMMARY

- User researcher and user experience designer skilled at user research, prototyping, interface design, and design systems. With 15 years of experience as a graphic designer in the healthcare, non-profit, and oil and gas industries and an MBA in Market Research, offer expertise in design and market research.
- Cultivate impactful corporate and agency brand presence and awareness across channels
- Aspire to work for a large-scale in-house team that will present the opportunity to make a meaningful impact during the product design.

## EXPERIENCE

Fortune 50 company  
Dec '16 - Present

### Senior Graphic Designer/Corporate Brand Specialist

- Serve as a brand advisor for Fortune 50 company, tasked with infusing the personality of the brand into both print and digital design elements.
- Responsible for quality check of company collateral both print and digital which includes reviewing and editing content and making recommendations to improve the overall quality of projects.
- Collaborate with a diverse and vast creative team to achieve project goals.
- Create print and digital visuals for internal and external communications.
- Serve as a co-product owner for an intranet site and offer feedback and art direction for user projects enterprise-wide.

InstaCreativeDesign  
er.com (Freelance  
blog site)  
Jan 19 - Present

### UX Designer/Blog Editor, Houston, Texas

- Design wireframes and hi-fi prototypes that follow the design systems
- Convey design principles via analytical and metric-driven approach
- Translate concepts into user flow, wireframes, prototypes, and mock-ups that lead to intuitive user experiences
- Meet with customers/clients to understand their business and technical challenges and develop a plan to solve their problems

Professional  
Organizations  
Jan 16 - Present  
Volunteer work

### Membership Officer (Prospanica - Board), Houston, Texas

#### Director Special Events Marketing (AMA Houston), Houston, Texas

- Achievements include:
  - Won membership recruitment challenge in 2016
  - Won 2018 Chapter of the Year award (Prospanica)
  - Won 2017 CEA Award of Excellence Gold
- Responsible for gathering membership data and analyze findings at Prospanica in order to institute membership initiatives.
- Collaborate with Marketer of the Year, Marketing EDGE, and AMA Crystal Awards Chairs (signature events with 600+ attendees) on communication objectives and strategies and execute seamless messaging across different media channels including print, digital and social media.

CHI St. Luke's  
Health  
April '09 – March '15

### Graphic Designer/Project Coordinator, Houston, Texas

- Designed and produced printed and online materials.
- Designated as subject matter expert of the new company brand and responsible for maintaining its integrity during company transition.
- Managed project outcomes through vendors.
- On an average, managed and executed 5 – 25 projects at a time.
- Received promotion in 2010.

## EDUCATION

### University of Houston, C.T. Bauer College of Business, Houston, Texas

Master of Business Administration (Business Consulting & Marketing Analysis)

### Art Institute of Houston, Houston, Texas

Associate of Applied Sciences (Graphic Design)

### Websites:

instacreatedesigner.com

commontalknet.wordpress.com

Portfolio: rinkimukherjee.com

LinkedIn: linkedin.com/in/rinkimukherjee

## CORE COMPETENCIES

- Project Management, Problem Analysis and Process Improvement, Vendor Management, Professional Mentorship, Corporate Rebranding, Graphic Design, Social Media
- MS Office Suite, HTML, Dreamweaver, Flash, WordPress, Joomla, eBlast, ExactTarget, MailChimp, Hootsuite, Buffer, Salesforce, SharePoint, Asana, Workfront, ASP, SQL, CSS, JavaScript, JQuery Adobe Creative Cloud 2018 (InDesign, Illustrator, Photoshop, XD, After Effects), Sketch, InVision, Framer, SEO, SEM

## AWARDS

- 2018 Chapter of the Year, Prospanica
- Board Member of the Month, AMA Houston, April '19
- Board Member of the Month, AMA Houston, May '18
- Board Member of the Month, AMA Houston, Nov '16
- Dean's Award of Excellence, University of Houston, May '15
- Power Across Texas Competition, April '15
- Gold Addy® (Houston Ad Federation); Houston area, '08
- Silver Addy®: Dallas/Austin/Houston area, '08
- National Technical Honor Society scholarship, Sept. '06

## PROFESSIONAL MEMBERSHIPS

- **American Marketing Association (AMA)** - Board Member
- **Prospanica Houston (FKA NSHMBA)** - Board Member
- **In House Agency Forum (IHAF)** - Member
- **iEmpower**, Founding Member
- **Hexagon Meetup**
- **Houston User Experience Professional Association (HUXPA)**