

Madhushree Ghosh

Multidisciplinary Designer

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Skills

- **Design:** Adobe Creative Suite (including Photoshop, Premiere Pro, and After Effects), Canva, CapCut
- **Social Media Marketing:** Content creation, campaign planning, social media trends
- **Event Marketing:** Event planning, coordination, on-site support
- **Technical:** Microsoft Office Suite (including Excel), Google Suite
- **Communication:** Excellent verbal and written communication skills
- **Project Management:** Basic project management skills, ability to manage multiple tasks
- **Analytical:** Basic analysis skills, understanding of event metrics and analytics

Education

York University (Keele)

Hons. Bachelor of Design (BDes)

Expected Graduation: 2026

Languages

- English (native)
- Hindi (conversational)
- Bengali (conversational)

Summary

Highly motivated and creative Design student at York University, seeking a Design Intern position to apply and expand skills in UX/UI design, marketing design, and event design. Proven ability to collaborate on creative projects, as demonstrated through developing marketing strategies for events at York University's Design Lab and contributing to the UX/UI design of an AR experience for the Museum of Toronto. Proficient in Adobe Creative Suite (Photoshop, Premiere Pro, After Effects), Canva, and CapCut. Eager to contribute to a dynamic design team and gain practical experience in a professional setting.

Work Experience

Design Student, Design Lab at York University Winter Session of 2024-2025

- Developed and implemented marketing strategies for events and the UX/UI design of an AR event.
- Collaborated with a team to brainstorm and develop creative marketing strategies to pull the public to the main hub of the event and to increase engagement.
- Gained experience in client management and teamwork.

Finance Summer Intern, Garland Commercial Ranges Ltd Summer of 2023 & 2024

- Redesigned customer accounting information layouts, resulting in a 10% reduction in customer inquiries related to account chargebacks and past dues.
- Maintained accurate records of customer interactions and transactions.
- Improved critical thinking and attention to detail.

Student Leader Volunteer, Lincoln M. Alexander SS Public School September of 2019

- Coordinated with other leaders to organize events for new students.
- Conducted school tours and provided information about student benefits.
- Organized team-building activities and workshops.

Design Project

Museum of Toronto - Home Games (UX/UI Designer in the UX/UI Team)

- Collaborated on the design of an AR experience for the "Home Games" project, aimed at engaging users with Toronto's basketball culture.
- Played a key role in designing interactive features and navigation to guide users through the AR experience.
- Developed design solutions to incentivize users to visit various event locations and the central hub, driving increased traffic and participation.
- Utilized Figma and Adobe Illustrator to create wireframes, prototypes, and visual designs.
- Conducted user-testing among peers and family members to gain feedback on how to improve the design to overcome the obstacles they faced.
- Advocated for user-centered design, influencing client decisions to prioritize user experience and accessibility.