

# ARNAB MAJUMDAR

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## EDUCATION

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### NEW YORK UNIVERSITY, Leonard N. Stern School of Business

#### *Executive Master of Business Administration*

*Specializations in Strategy, Sustainability and Innovation*

- Elected class representative

New York, NY

August 2027

### UNIVERSITY OF RHODE ISLAND, College of Business

#### *Master of Science in Textiles, Fashion Merchandising and Design*

- Graduate Teaching Assistant & Senator - Graduate Student Association

Kingston, RI

May 2012

### NATIONAL INSTITUTE OF FASHION TECHNOLOGY, Department of Fashion Technology

#### *Bachelor of Fashion Technology in Production & Information Technology*

- Capstone: "Size Standardization for Kids Wear in India" - awarded "Commercially Most Viable Project"

Bengaluru, India

May 2008

## EXPERIENCE

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### LOTUS MAHAL LLC

#### *Owner & Strategic Plan Consultant*

- Partner with organizations to deliver digital strategy, accessible web experiences, and large-scale programming
- Coppin State University - Advised university leadership on **strategic plan implementation**: translated priorities into measurable goals, owners, and execution pathways; facilitated stakeholder alignment sessions (contract)
- Drexel University - Technical Producer, Drexel Fashion Show 2026 (contract)

Washington, DC

2024 - Present

### BONOBOS INC. (Walmart and EXPR)

#### *Senior Software Engineer*

- Led front-end design and accessibility initiatives for Bonobos' e-commerce platform, representing ~70% of revenue
- Launched accessible video-enhanced product pages that increased conversion by 17% via controlled A/B testing
- Collaborated with various teams to complete 4 major UI initiatives from design to delivery, such as customer self-return label generation, which saved valuable time for the Customer Services and improved Net Promoter Scores
- Championed WCAG-aligned accessibility across the site by building an internal accessibility framework

New York, NY

2022 - 2024

### SHOPRUNNER INC (FedEx Dataworks)

#### *Software Engineer 2*

- Built scalable tools that reduced costs and improved search relevance and customer customization

Chicago, IL

2019 - 2022

### MADE OF CHICAGO BY VEND MY T LLC (Activewear Brand in High Tech Vending Experience)

#### *Owner & CEO*

- Acquired over 1000 unique customers via vending experience

Chicago, IL

2017 - 2020

### NORTHWOOD UNIVERSITY (Fashion Merchandising & Marketing)

#### *Department Chair*

- Led the program review and reaccreditation process for the department

Midland, MI

2017 - 2018

### COLUMBIA COLLEGE CHICAGO (School of Fashion)

#### *Assistant Professor*

- Built a global coalition of strategies that resulted in the enrollment of over 800 students, doubling in 3 years

Chicago, IL

2013 - 2017

### PITTSBURG STATE UNIVERSITY (Family and Consumer Sciences)

#### *Instructor - Fashion Merchandising*

- Incorporated sustainability and technology in 100% of the fashion curriculum

Pittsburg, KS

2012 - 2013

### RELIANCE TRENDS LIMITED (Reliance Industries Limited)

#### *Assistant Manager*

- Launched two private labels and three new store openings for Reliance Trends, while collaborating with brand managers and creative agencies to develop seasonal marketing campaigns and vendor initiatives

Bengaluru, India

2007 - 2010

## ADDITIONAL INFORMATION

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- Interests: Painting, Automobiles, Tennis, Cooking, and Gardening