

Purva Chawan

 London | Have the right to work in the UK

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 <https://purvachawan.com/>

Profile

With over 2 years experience in software testing, and 4 years experience in design, I am a creative and user-focused Product Designer with a strong foundation in UX/UI, visual design, and branding. Skilled in wireframing, prototyping, and usability testing, with a data-driven approach to enhancing user experiences. Experienced in collaborating with cross-functional teams to deliver impactful design solutions that align with business goals.

Professional Experience

04/2024 – present Mumbai London	Product Designer <i>Freelance</i> <ul style="list-style-type: none">Designed ShelfTalk, a book club app that simplifies book discovery and enhances social reading, leading to 80% customer retention rate. View projectRedesigned a blogging platform with a user-first approach, improving UX and increasing conversion rates by 85%. View projectDeveloped a brand identity and website for a facial spa, crafting a distinctive market presence and intuitive digital experience that enhanced consumer trust and retention. View project View BrandingConducted user research through interviews and feedback analysis using Miro to identify pain points and inform design decisions.Designed and implemented a visually cohesive UI, ensuring consistency, accessibility, and scalability across mobile and desktop platforms.Led end-to-end design process across projects, including wireframing, prototyping, and high-fidelity UI design in Figma.
09/2023 – 02/2024 Mumbai, India	Graphic Designer <i>Stratedgy</i> ↗ <ul style="list-style-type: none">Led end-to-end design for a B2C pharmaceutical client, delivering a user-centric website, intuitive packaging, and engaging social media creatives to enhance brand reach and customer engagement.Designed structured storyboards using Adobe Illustrator in collaboration with animators, ensuring seamless user storytelling and alignment with brand messaging.Developed brand guidelines for a B2C fragrance company, enabling consistency across digital and physical touchpoints, strengthening user recognition and trust.Translated brand identity into scalable design systems, creating UI components for web and mobile platforms reducing design time by 25%.Collaborated with developers to ensure design feasibility and responsiveness, implementing accessibility best practices (WCAG).
06/2022 – 09/2023 Mumbai, India	Senior Graphic Designer <i>Papercrush</i> <ul style="list-style-type: none">Designed logos, brand identities, marketing collateral, and corporate presentations, focusing on user-centered visual storytelling to enhance brand communication.Led end-to-end product design for new stationery products, from ideation to market launch, resulting in a 15% revenue increase.Collaborated with manufacturers to optimize packaging layouts, developing templates that streamlined future production and maintained brand consistency.
01/2020 – 07/2022 Mumbai, India	Graphic Designer & Illustrator <i>Freelance</i> <ul style="list-style-type: none">Designed custom illustrations for a recruitment blog and a travel app, improving user comprehension within those platforms.Created scalable vector assets for a mobile app, ensuring seamless integration into UI components and maintaining a cohesive design language.Adapted to diverse branding projects, quickly learning new tools and techniques to enhance usability, accessibility, and brand consistency across digital platforms.

06/2016 – 10/2018
Mountain View, USA

Software Quality Engineer

Nokia

- Designed and optimized internal tools to track and enhance product performance using KPIs, improving efficiency for internal teams.
- Conducted testing and data analysis to refine multiple features in 4G and 5G gateways, ensuring an optimized user experience in new releases.
- Worked closely with product managers and developers to translate client requests into effective solutions.
- Collaborated cross-functionally to enhance gateway scalability by 20%, aligning technical improvements with user needs.

Education

03/2024 – 06/2024

Google UX Design Professional Certificate

Google Career Certificates

08/2014 – 05/2016

Atlanta, USA

Masters in Electrical and Computer Engineering

Georgia Institute of Technology

08/2010 – 05/2014

Mumbai, India

Bachelors in Electronics & Telecommunication

D. J. Sanghvi College of Engineering, Mumbai

Skills

User Research

Wireframing

Prototyping

User Flows

Usability Testing

Mobile App Design

High Fidelity UI

Research Methods

Information Architecture

Cross Functional Teamwork

User Interface Design

Figma Mastery

Responsive Web & Mobile Design

Visual Design

Design Thinking

Metrics & Impact

Scalable Design Systems

Accessibility (WCAG)

Data-Driven Insights

Stakeholder Communication

Volunteer Work

Mumbai, India

Volunteer with Mukkamaar

Social Media Manager

Sunnyvale, USA

Bay Area Drama Company

Stage Manager

Interests

Fitness | Reading | Dance | Travel | Painting

Languages

English | Hindi | Marathi