

Purva Chawan

LONDON, UK

Product Designer with an engineering foundation in problem-solving and systems thinking. I began my career in software testing at Nokia, building strong cross-functional and process-driven skills before moving into design. Freelancing for startups strengthened my visual storytelling and brand craft. With experience across telecom, fintech, and wellness, I focus on creating mobile-first products that drive conversion and retention.

Product Designer

FREELANCE (APR 2024 - PRESENT)

- Increased Net Promoter Score of a stock screening tool by 50%, through simplified workflows and improved interaction patterns.
- Achieved 80% potential customer retention rate by aligning user goals with intuitive navigation and social features for a social book discovery app.
- Increased conversion by 85% for a blogging platform, through simplified navigation and stronger content hierarchy.
- Reduced bounce rate by 47% by conducting UX audits and usability testing to resolve UX issues.
- Enhanced user trust by 60% through a distinctive brand identity and frictionless website for a wellness brand.
- Led design delivery from concept to final UI across mobile and web platforms in Figma, reaching a 75% task completion rate.

UI/Brand Designer

STRATEDGY (SEP 2023 - FEB 2024)

- Facilitated branding workshops for a B2C fragrance brand, defining positioning and visual direction for a cohesive identity.
- Conducted competitor analysis to identify growth opportunities and shape brand strategy.
- Drove 30% boost in brand recognition by developed brand guidelines and UI components.
- Boosted brand reach by 40% via end-to-end design for a B2C pharmaceutical client, including website, packaging, and social creatives.
- Reduced time-to-launch for digital assets by 25% via scalable design systems.
- Collaborated with developers to maintain quality, speed, UX consistency and meet WCAG accessibility standards.

Senior Graphic Designer

PAPERCRUSH (JUN 2022 - SEP 2023)

- Produced marketing collateral and digital visuals, enhancing visual storytelling and brand equity.
- Increased revenue by 15% through end-to-end design of new stationery products, from ideation to launch.
- Collaborated with manufacturers to optimize packaging layouts, developing templates that streamlined future production and maintained brand consistency.

Graphic Designer & Illustrator

FREELANCE (JAN 2020 - JULY 2022)

- Designed custom illustrations for a recruitment blog and a travel app, improving user comprehension within those platforms by 35 and 38% respectively.
- 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.

Software Quality Engineer

NOKIA (JUN 2016 - OCT 2018)

- Designed and optimized internal tools to track and enhance product performance using KPIs, improving internal team efficiency by 30%.
- 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 project managers and developers to enhance gateway scalability by 20%, aligning technical improvements with user needs.

EDUCATION

Google UX Design Professional Certificate - Google Career Certificates

Masters in Electrical and Computer Engineering - Georgia Institute of Technology

Bachelors in Electronics & Telecommunication - D. J. Sanghvi College of Engineering, Mumbai

TOOLS

Figma & FigJam | Miro | Adobe Illustrator & Photoshop | Framer & WordPress | Procreate | Google Analytics | Whiteboarding | ChatGPT, Lovable, Bolt & Cursor | Uizard & UXPILOT | Notion & Jira | HTML & CSS

SKILLS

User-Centered Design | Wireframing & Prototyping | Mobile & Web Interface Design | Design Systems & UI Patterns | Following brand guidelines | Hi-fidelity UI designs | Visual Design | Experience Mapping | AI Tools & Integration | User Research & Testing | Customer Journey Mapping | Information Architecture | Stakeholder Communication | Meeting accessibility standards | Developer Handoff

SIDE PROJECTS

Built [What's the Vibe?](#), an AI tool that turns keywords into curated moodboards and color palettes using Bolt AI Builder.