

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 healthtech and fintech, I focus on creating mobile-first products that drive conversion and retention.

Junior Product Designer

CIGNPOST (MAR 2026 - MAY 2026)

- Defined the early UX direction and delivered core wireframes for a health insurance app, transforming complex policy management and claims processes into intuitive digital flows.
- Reduced click depth for critical healthcare tasks, enabling single-click entry directly from the main dashboard.
- Designed scalable navigation pathways and structured the app's architecture to maximize feature findability.
- Analysed 3 direct competitors to identify market gaps and uncover new opportunities for value creation.
- Directed comprehensive content design and website redesign strategies to optimize user journeys and drive business leads.

Product and Brand Designer

FREELANCE (JAN 2020 - PRESENT)

- Increased Net Promoter Score of a stock screening tool by 50%, through simplified workflows and improved interaction patterns.
- 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.
- Translated user interview insights into the mobile UI for an AI-powered food tracker, optimizing complex nutritional data entry to drive daily habit formation.
- Led design delivery from concept to final UI across mobile and web platforms in Figma, reaching a 75% task completion rate.
- Designed custom vector assets for a recruitment blog and a travel app, improving user comprehension within those platforms by 35 and 38% respectively.

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.
- Drove 30% boost in brand recognition by developing 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.

Brand 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.

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 & UX Pilot | 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 | Illustration | Iconography | Experience Mapping | AI Tools & Integration | User Research & Testing | 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.