

Purva Chawan

LONDON, UK

www.purvachawan.com
Password: DesignPC2026
hello@purvachawan.com

Product Designer combining a QA engineering background at Nokia with 3 years of data-informed, user-centered design experience. I use systems thinking, developer-aligned feasibility, and AI-assisted workflows to untangle complex user journeys into intuitive, high-converting digital products. My process bridges technical logic with business strategy to deliver scalable designs that directly improve retention, engagement, and product velocity.

Junior Product Designer

Health Insurance

SIGNPOSTME (CONTRACT | MAR 2026 TO MAY 2026)

- Defined the early UX direction and delivered core wireframes as the sole designer, collaborating directly with multiple stakeholders to transform 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 and leveraged an AI-assisted workflow for rapid research and synthesis, to identify market gaps and uncover opportunities for value creation.
- Directed comprehensive content design and website redesign strategies to drive business leads.

Product Designer

Finance, Blog, Wellness

SCREENWICH, TAPANDESAI.COM, GOURMET GLOW (FREELANCE | JAN 2020 - PRESENT)

- Increased Net Promoter Score of a stock screening tool Screenwich by 50%, through simplified workflows and improved interaction patterns.
- Increased conversion by 85% for a blogging platform Tapandesai.com, through simplified navigation and stronger content hierarchy.
- Reduced bounce rate by 47% in Tapandesai.com, 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 Gourmet Glow, optimizing complex nutritional data entry to drive daily habit formation.

Visual Designer

Branding Agency

STRATEDGY (SEP 2023 - FEB 2024)

- Facilitated 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.

Designer

Stationery & Branding

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, leveraging market discovery and trend research, from ideation to launch.
- Collaborated with manufacturers to optimize packaging layouts, developing templates that streamlined future production and maintained brand consistency.

Software Quality Engineer

Telecommunication

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 | 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.