

CHANCHAL AGRAWAL

Product & UX Designer- specializing in Accessibility, Human-Centric strategies and AI

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EXPERIENCE

AI Product Designer III

Jan 2025 – Aug 2025

Intuit-TurboTax

Mountain View, California

- Designed and optimized AI-powered conversational experiences across TurboTax's chatbot and on-call IVR system, guiding users through tax filing and support journeys while reducing live expert handoffs by 34%.
- Handled the transition from curated response systems to generative AI-driven dialogues, defining the intent-output logic, prompt structures, and model rules to improve response accuracy and personalization for diverse user needs.
- Leveraged user interaction and performance data to iteratively tune model behavior, producing natural, context-aware dialogue flows and fallback strategies that increased task completion rates by 20%, raised CSAT scores, and reduced failure-to-resolve incidents..
- Created scalable, multimodal conversation frameworks serving 100M+ users across Web, Desktop, and Mobile, ensuring accessibility, consistency, and compliance with TurboTax's brand and regulatory standards.

Product & UX Designer

Mar 2024 – Apr 2025

Orchestra.AI

Dublin, California

- Spearheaded creation of Design System featuring typography, iconography, color palette, layout and 100+ components from the ground up in Figma for consistency and scalability across all Mobile & Web user interfaces.
- Designed 6 AI-driven products from 0→1, defining user experience and interface architecture for invoice reconciliation, shipment tracking, onboarding, integration, and logistics analytics workflows.
- Drove a strategic pivot that helped redefine company vision toward AI-driven agentic workflows—reviving product direction and investor confidence when the original idea of unified logistics platform plateaued.
- Led the Design team of 6, collaborated with cross-functional teams globally, including engineers, data scientists, sales & marketing teams. Reported directly to C-suite executives and assisted during investor/board meetings.

Interaction Designer IV

Aug 2022 – Dec 2023

Google

Mountain View, California

- Launched 3 features and the redesign of entire Lookout, an AI-powered mobile app for blind & low-vision users with 500,000+ downloads and 50,000+ daily users, to migrate to the latest Material-3 Design System.
- Established its onboarding by designing accessible visual assets and animations aligned with Google's brand.
- Supervised its global launch and the internationalization in 34 languages. Increasing active users by 40%.
- Enhance accessibility of 5+ assistive technology projects across Google, ensuring WCAG compliance and inclusive design across iOS, Android, Windows platforms and Mobile, Tablet, Web, Smartwatch and other interfaces.
- Worked with over 100+ cross-disciplinary team members, including researchers, engineers, management, and copywriters, to deliver features and marketing assets, ensuring timely completion and high-quality standards.

Design Producer/Coordinator

Jul 2021 – Dec 2021

Bose Corporation

Boston, Massachusetts

- Managed production of the B2C Bose Hear Mobile App, with 100,000+ downloads, and seamless compatibility with the first FDA-approved, over-the-counter, medical Bose hearing aids—with over 10,000 users.
- Streamlined project processes by implementing operational strategies and road maps for over 3 projects, including identifying customer needs and clarifying goals through cross-functional coordination.

UX Researcher

Rochester Institute of Technology

Jan 2020 – May 2021

Rochester, New York

- Researched to understand the relationship between eye-gaze and blink patterns of Deaf and Hard-of-Hearing (DHH) individuals, leading to insights that informed design improvements.
- Executed an in-depth thematic analysis and literature reviews and finalized 55+ eye-tracking studies references.
- Identified the pain points, user needs, and 6+ creative opportunities to enhance the user experience of DHH users.

Game Developer

IDZ Digital

Apr 2018 – Jul 2018

Mumbai, India

- Built 8+ games using Adobe Flash and ActionScript for the Android and iOS for mobile and tablet devices.
- Developed and launched games within an award-winning gaming app for smartphone and tablet platforms, KidloLand with 5 million+ downloads.

EDUCATION

Master of Science in Human-Computer Interaction

Rochester Institute of Technology

Graduation 2022

Rochester, New York

Bachelor of Engineering in Computer Science

Mumbai University

Graduation 2017

Mumbai, India

Six Sigma Yellow Belt Certificate

Bose Lean Enterprise

2021

Boston, Massachusetts

PROJECTS

Abstract | AR/VR Design, XR Development, User Research

2022

- Prototyped an Augmented Reality educational application that teaches 9 American Sign Language (ASL) signs using a 3D augmented human tutor, enabling controlled, spatial, and ego-centric self-learning to improve retention.
- Developed on the Unity engine using C# script and deployed on the Magic Leap, a Mixed Reality headset.
- Conducted research with 17+ participants to evaluate the effectiveness of ego-centric 3D AR as a learning medium.

PUBLICATIONS

I See What You're Saying

2021

- * Nominated for Best Student Paper in the ACM SIGACCESS Conference on Computers and Accessibility

Creating Human Perspective Visual Memory By Eye Tracking

2017

- * International Journal of Engineering Research & Technology (IJERT)

PROFICIENCY

Tools

Figma, Figjam, Adobe Illustrator, Photoshop, Animate, After Effects, Premiere Pro, XD, Canva, ChatGPT, Midjourney, Mixamo, Confluence, Webflow, Trello, Spark AR Studio, Lottie, Miro, Jira, Overleaf, Spline, Blender, Unity

Technical

HTML, CSS, JavaScript, React.js, Raspberry pi, Arduino, C#, IoT, Eye Tracking, Hand Tracking, Spatial Computing

Skills

User Interface Design, User Experience Design, User-Centered Design, Product Design, Interaction Design, Wireframes, Visual design, Rapid Prototyping, Storyboarding, User Interviews, Competitive and Market Analysis, Usability Testing, Journey Mapping, Heuristic Evaluation, A/B Testing, Contextual Inquiry, Immersive Experience Design