

CHANCHAL AGRAWAL

Product Designer - specializing in Accessibility, UX and AI

 chanchalagrawal.com  chaanchalagrawal@gmail.com  [chanchalagrawal](https://www.linkedin.com/in/chanchalagrawal)  585-465-4114  California

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%.
- Created scalable, multimodal conversation frameworks serving 100M+ users across USA & Canada on Web, Desktop, and Mobile platforms, contributing to 47% increase in TurboTax revenue.
- Migrated 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.

Product & UX Designer(Lead Designer)

Mar 2024 – May 2025

Orchestro.AI

Dublin, California

- 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.
- 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 7+ AI-driven products from 0→1, defining user experience, user interface and AI-conversational flows for invoice reconciliation, shipment tracking, integration, logistics workflows and prediction.
- 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.

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.
- Designed Gen-AI conversational experiences and Reading Tools to enhance reading by personalization of content/
- 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 2.1 and ADA accessibility compliance 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

Jul 2021 – Dec 2021

Bose Corporation

Boston, Massachusetts

- Project management 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.
- Reduced project delays by 30% and enriched user satisfaction by 15% as estimated by project timelines and user feedback, by leading collaborative efforts between software, hardware, and firmware teams.

UX Researcher

Rochester Institute of Technology

Jan 2020 – May 2021

Rochester, New York

- Identified the pain points, user needs, and 6+ product design opportunities to enhance the user experience of users.
- 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.

Game Developer

IDZ Digital

Apr 2018 – Jul 2018

Mumbai, India

- Developed and launched 8+ educational games on Android and iOS mobile and tablet platforms for 3+ kids within an award-winning gaming app, 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, Interactive technology, Wireframes, Visual design, Rapid Prototyping, Storyboarding, Story-telling, Mockup Design, Systems thinking, User Interviews, Competitive and Market Analysis, Usability Testing, Journey Mapping, Heuristic Evaluation, A/B Testing, Contextual Inquiry.