

HARSH CHAVDA

Product Designer | Accessible Connected Products | Mixed-Methods UX Research

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PROFESSIONAL EXPERIENCE

Product Designer – Northwestern University, Feinberg School of Medicine HABits Lab, Chicago, IL Feb 2026 – Present

- Sole product designer across multiple clinical research studies; own end-to-end design of participant-facing wearable devices, mobile apps, and web platforms used in live deployments.
- Achieved a 91.5% (107/117) survey completion rate by designing an avatar-based clothing and sunscreen self-reporting flow (body site reporting as gamified, tap-to-apply interaction) for a clinical UV study deployed to 40+ melanoma survivor participants.
- Designed and fabricated a wrist-worn UV measurement device enclosure considering ergonomics, all-day wearability, field-replaceable components, reducing the build-to-test cycle by 77% (18 to 4 working hours) through continuous improvement.
- Building and maintaining a design component library (SwiftUI, MaterialUI and CSS) to achieve cross-platform design consistency.

Product Designer (Contract) – Sensewhy Inc, Chicago, IL Oct 2025 – Aug 2026

- Designed and built the complete front-end for a clinician-facing dashboard (React + TypeScript) visualizing self-reported temporal EMA data, used live during clinical visits to identify behavioral cues about participants of a smoking cessation study.
- Applied AI/LLM tools (Claude, Perplexity, Ollama) to architect and generate design tokens, variables and implementation docs in React + TypeScript, reducing design-to-deployment cycles from 4 weeks to 2.5 weeks.

Graduate Research Assistant – Purdue University, West Lafayette, IN Jan 2024 – Jan 2025

- Redesigned Autodesk Fusion 360’s generative AI interface, crafting high-fidelity toolbar concepts in Figma informed through end-to-end user research (focus groups, user interviews, surveys, usability testing); 23 of 30 novice users correctly applied the redesigned generative AI tools in evaluation tests.

Mixed Methods UX Research Intern – Ipsos, Chicago, IL Jun 2024 – Aug 2024

- Supported UX Research for a Fortune 50 client across 3 projects and completed ISO-certified training in user interviewing.
- Audited 30+ digital products and IoT devices for accessibility compliance, contributing to a comprehensive research report used by the client to identify gaps and opportunities to implement additional accessibility features in their product lineup.

Senior Product Designer – PKPL Entertainment Pvt. Ltd., Chennai, India Feb 2022 – May 2023

- Led design and strategy for a gamified fitness hardware-software product, raising repeat usage from 10% to 48% of users and improving task success rates by 25%, validated through usability and A/B testing in agile sprints.
- Delivered 12 design solutions (software & hardware) as high fidelity functional prototypes aligned with WCAG 2.1 and ISO 9241, where 9 of 12 solutions were adopted into the product roadmap.
- Mentored a cross-functional team of 2 designers and 1 engineer through 18 feature iterations in 2 weeks, accelerating feature delivery.
- Created business cases and pitch decks for C-level executives, directly contributing to 3 new B2B clients via product demos with cumulative ~\$100,000 in realized revenue.

Product Designer – How About That! Design Studio, Mumbai, India Mar 2021 – Oct 2021

- Designed an on-device control panel and exterior enclosure for Ubreathe Life air purifier, directly contributing to product launch; the startup later secured \$60,000 funding on Shark Tank India.

EDUCATION

M.S., Computer Graphics Technology (User Experience) – Purdue University May 2025

Integrated M.Des., Product Design – GLS University, India (Gold Medal, First Class) Apr 2023

PROJECTS

E-Commerce Product Discovery – LivingProof (Unilever) Aug 2024 – Dec 2024

- Redesigned product discovery and purchase flows, leading an 8-person team, improving features (quick-add to cart, product benefit messaging, cart editing) to facilitate discovery to purchase flow including ‘Proofie Points’ promotion which went live.

Survey Experience Redesign - Ipsos Jan 2024 – Apr 2024

- Redesigned survey completion and reward-redemption journeys for Ipsos iSay (survey platform) by building a reusable Figma design system (survey card variants, tokens and states) to clarify user eligibility informed by market research.

SKILLS

Design: Interaction Design, Information Architecture, Wireframing, Prototyping, Design Systems & Tokens, WCAG 2.1/2.2.

Research: Usability Testing, A/B Testing, User Interviews, Focus Groups, Surveys, Journey Mapping.

Tools & Code: Figma, Cursor, HTML/CSS/JavaScript, React, TypeScript, SwiftUI, MaterialUI (MUI), Adobe CC, Blender.