

Harsh Chavda

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PROFESSIONAL SUMMARY

Senior Product Designer with UX Research skillset specializing in Figma, 0→1 product design, WCAG-driven accessibility, gamification and UX for 3D CAD. Experienced in end-to-end Research→Discovery→Design process for B2B services, consumer products and IoT systems.

WORK EXPERIENCE

Graduate Research Assistant

Purdue University – West Lafayette

Jan 2024 – Jan 2025

West Lafayette, IN, USA

- Designed **user flows and high-fidelity toolbar designs using Figma and Autodesk's Unified Design system (HIG)** enabling 23 out of 30 novice users to identify correct application of Generative AI tools in user tests.
- Reduced learning curve for novice users of Autodesk Fusion 360's Generative Design AI interface by **informing redesign through end-to-end user research (focus groups, user interviews, surveys, usability testing)**.

Mixed Methods UX Research Intern

Ipsos Insight LLC

Jun 2024 – Aug 2024

Chicago, IL, USA

- Supported UX research for **3 Client projects (Meta/Meta Reality Labs)** and 1 Internal project, applying mixed methods research (user interviews, accessibility audits) to deliver insight reports to clients.
- Collaborated with 6 UX researchers** to conduct data analysis for 3 client projects, **synthesizing insights from 40+ user interviews into user journey maps and design recommendations** for client teams.
- Completed **ISO-certified User Interview training** to conduct and document 20+ user interviews on accessibility across social media, VR devices & wearables for future product strategies.
- Audited **30+ digital products** and IoT Devices for accessibility compliance, contributing findings to a comprehensive research report for Meta Reality Labs team.

Senior Product Designer (Equivalent to Senior UX Designer)

PKPL Entertainment Pvt. Ltd.

Feb 2022 – May 2023

Chennai, TN, India

- Led design and strategy** for gamified fitness hardware-software (IoT) product, using **usability and A/B testing** in agile sprints to **increase repeat user sessions by 48% and user task success rates by 25% in validated prototypes**.
- Created visual design language using Figma** and Adobe Illustrator through **market and competitor analysis of 15+ products** informing new gamification features (leaderboards, badges, streaks).
- Delivered **12 design solutions (9 out of 12 adopted in product roadmap)** as high-fidelity functional prototypes (software & hardware) using **Figma and web-based prototyping** compliant with **WCAG 2.1** and ISO 9241 standards.
- Mentored and **managed a cross-functional team of 2 junior designers and 1 engineer**, iterating 18 prototype versions in 2 weeks and scaling design systems to accelerate delivery and adoption.
- Created business cases** and pitch decks for C-level executives, directly contributing to the **acquisition of 3 new B2B clients via product demos with a cumulative ~\$100,000 (INR 85,00,000) in generated revenue**.

Product Design Consultant

MP Consulting LLC

Apr 2022 – Oct 2022

Ahmedabad, GJ, India

- Designed and delivered 10 gamified toy products by integrating user research, rapid prototype testing, and stakeholder feedback, **boosting project efficiency by 28% week over week** through optimized design workflows.

Product Designer (Equivalent to UX Designer)

How About That! Design Studio

Mar 2021 – Oct 2021

Mumbai, MH, India

- Built 2 go-to-market products** by collaborating with design and engineering teams for 2 clients over 6 months.
- Designed interaction systems** and exterior shell for Ubreathe Life Air Purifier, **directly contributing to product launch securing \$60,000 (INR 50,00,000) funding on Shark Tank India**.

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Product Design Intern

Mentor: Zijah Aziz – Freelance Designer

Mar 2021 – Aug 2021

Ahmedabad, GJ, India

- Early career internship focused on design and client management; supported 5 projects in concept development, 3D visualization, and polished client deliverables while shadowing full freelancer-client workflow.

PROJECTS

Streamlining Product discovery for E-commerce | LivingProof (Unilever)

Aug 2024 – Dec 2024

- Collaborated with 8-person team to **lead design updates using Figma to solve banner blindness**, promo clarity, and cart editing issues, **driving partial live adoption of desktop features** like Proofie Points promotion.
- Redesigned “quick-add” on Product Listing Page, clarified “product benefits” on Description Page and **improved checkout flow using heuristic evaluation, journey mapping and usability testing**.

Ipsos iSay Survey website evaluation and re-design (B2C SaaS) | Ipsos Insight LLC

Jan 2024 – Apr 2024

- **Led an 8-person cross-functional team to streamline survey-to-reward flows** by reducing steps to priority actions and clarifying user eligibility states across user journeys informed through user research.
- Built **scalable Figma design system for survey cards (variants, tokens, states)** enabling rapid feature iteration, consistent UI and WCAG 2.1 AA compliance to deliver high-fidelity Figma prototypes.

VR Game for spatial orientation and learning | iconicengine.com

Aug 2023 – Dec 2023

- **Designed tutorial user flows in Figma, 3D assets in Blender 3D** to co-create a VR game to support spatial cognition in autistic children in Unity, **focusing on sensory-safe UI and motion comfort in VR** to improve task success.

SaaS marketing website re-design | Intervue.io

Jan 2023

- Built a componentized **Figma prototype with 60+ reusable components, reframed IA and navigation (sitemap + top nav)** enabling rapid page assembly through typography, spacing and color tokens (spec work; not launched).

TECHNICAL SKILLS & CERTIFICATIONS

Design | User-Centred Design, Information Architecture, Interaction Design, Wireframing, Figma Prototyping, Design Systems, Design Tokens, Content Management Systems (CMS), ADA Web Compliance, Web Content Accessibility Guidelines (WCAG) 2.1/2.2, Heuristic Evaluations, Task Flows, Content Design.

Research | Qualitative Research (User Interviews, Focus Groups, Ethnography), Quantitative Research (Surveys, A/B Testing), Usability Testing, Journey Mapping, Diary Studies, Thematic Analysis.

Management | Cross-Functional Collaboration (Product Management, Engineering, Research), Stakeholder Management, Mentorship & Design Critique, Workshop Facilitation, Agile/Scrum, Design System Governance (Tokens, Components), Quality Reviews, Accessibility Reviews.

Tools | Figma, Webflow, Framer, Lovable.dev, Cursor, Adobe Creative Suite, Dovetail, HTML, CSS, JavaScript, ReactJS, Jira, Solidworks, Fusion 360, Rhinoceros 3D, Keyshot, Blender 3D, Unity.

Certifications | Responsible Conduct of Research Training (CITI.org, Feb 2024), Social Behavioral Research – Group 2 (CITI.org, Feb 2024), Responsive Web Design (FreeCodeCamp, Feb 2024).

EDUCATION

Master of Science (MS), Computer Graphics Technology – User Experience

Purdue University

May 2025

West Lafayette, IN, USA

Integrated Master of Design (M.Des), Product Design (Gold Medal/First Class)

GLS University

April 2023

Ahmedabad, GJ, India