

Harsh Chavda

Senior Product Designer | UX Research | Accessibility

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Senior Product Designer and UX Researcher specializing in 0→1 ecosystems, WCAG-driven accessibility, gamification and UX for 3D CAD. Growing as an IC leader to build Research→Discovery→Design pipelines in B2B and consumer product domains.

PROFESSIONAL EXPERIENCE

Purdue University – West Lafayette

West Lafayette, IN, USA

Graduate Research Assistant

Jan 2024 – Jan 2025

- Planned and conducted **end-to-end mixed methods user research**, proposing insights to improve **Autodesk Fusion 360's Generative Design AI tool interface** and **reduce the learning curve for novice users**.
- Conducted **qualitative research (user interviews, surveys, usability testing)** for a sample size of 16 users to uncover user needs, behaviors, and pain points, **directly informing iterative interface enhancements**.
- Created **user flows** enabling 23 out of 30 novice users to identify correct application of Generative AI tools in user tests.

Ipsos Insight LLC

Chicago, IL, USA

Mixed Methods UX Research Intern

Jun 2024 – Aug 2024

- Supported UX research for **3 Client projects with Meta Reality Labs** and 1 Internal project, applying mixed methods research (user interviews, accessibility audits) to generate product insights (Dovetail, thematic analysis, data sorting).
- Collaborated with 6 UX researchers** to conduct **data analysis for 3 projects**, synthesizing interview findings **from 40+ participants** into user journey maps and **design recommendations for client teams**.
- Completed **ISO-certified moderating and notetaking** training to conduct 20+ user interviews for internal project, documenting accessibility across social media, VR devices & wearables for future product strategies.
- Audited **30+ digital products** and devices for accessibility compliance, contributing findings to a comprehensive research report for Meta Reality Labs team.

PKPL Entertainment Pvt Ltd

Chennai, TN, India

Senior Product Designer (Equivalent to Senior UX Designer)

Feb 2022 – May 2023

- Led end-to-end design for a gamified fitness hardware-software product, integrating user-centered methodologies (**usability testing, A/B testing**) in agile design cycles resulting in **48% increase of repeat user sessions** in validated prototypes.
- Created design strategy & visual design language** through market and competitor **analysis of 15+ products** to integrate **gamification features (leaderboards, badges, streaks)** into design solutions for product ecosystem.
- 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 team of 2 junior designers and 1 engineer** to rapidly iterate 18 prototype versions in two weeks, **scaling up design systems and improving user task success rates by 25%**.
- Presented design solutions and data **directly to CEO & founding developers** to create business cases for investor **pitch decks and funding acquisition**.

MP Consulting LLC

Ahmedabad, GJ, India

Product Design Consultant

Apr 2022 – Oct 2022

- Designed **10 gamified toy products** by integrating user research, **rapid prototype testing and user feedback**, simultaneously complying with **United States CPSC standard ASTM F963**.
- Optimized design workflows and stakeholder approval processes, **boosting project efficiency by 28% week over week**.

How About That! Design Studio

Mumbai, MH, India

Product Designer (Equivalent to UX Designer)

Mar 2021 – Oct 2021

- Collaborated with design and engineering teams to create market-ready designs for 2 client products over 6 months.
- Designed interaction systems** and exterior shell for Ubreathe Life air purifier through market & user research, **contributing to product launch that secured USD 60,000 funding on Shark Tank India** and successful market entry during the pandemic.

Mentor: Zijah Aziz – Freelance Designer

Ahmedabad, GJ, India

Product Design Intern

Mar 2021 – Aug 2021

- Supported a senior freelance designer **across 5 client projects, contributing to design conceptualization**, rendering/visualization, industrial design detailing, and creation of polished design decks and graphics while **shadowing end-to-end critiques**, reviews, and client handoffs in a freelancer-client workflow.

PROJECTS

Streamlining product discovery for desktop E-Commerce – LivingProof(Unilever) | Purdue University Aug 2024 – Dec 2024

- Drove **conversion-oriented design recommendations addressing banner blindness**, promo threshold clarity, and cart editing; **observed partial live adoption of desktop platform** (e.g., Proofie Points promotion) and defined metrics for validation.
- Led opportunity discovery to mid-fi design across Homepage, PLP, PDP, Checkout using NN/g heuristics, journey mapping, and usability testing to prioritize high-severity issues, resulting in design of **quick-add on PLP, clarified PDP benefits/reviews, and checkout progress for free samples** features on desktop.

Ipsos iSay survey website evaluation and re-design (B2C SaaS) – Ipsos Insight LLC | Purdue University Jan 2024 – Apr 2024

- Led an 8-person cross-functional team to redesign the iSay survey experience, reducing steps to priority actions and clarifying user eligibility states across user journeys resulting in **streamlined survey-to-reward flows**.
- Built a **scalable design system for survey cards (variants, tokens, states)** to enable rapid feature iteration and consistent UI patterns; **delivered high-fidelity Figma prototypes** aligned to WCAG 2.1 AA.

VR game for spatial orientation and learning – Iconic Engine | Purdue University Aug 2023 – Dec 2023

- Co-created a VR game to support spatial cognition in autistic children, **driving accessibility-by-design** with motion comfort and visual load constraints for sensory safety.
- **Produced tutorial user flows and 3D game assets using Blender 3D** to improve learnability and task success.

SaaS marketing website re-design – Intervue.io | Take-home assignment Jan 2023

- Built a componentized **Figma prototype with 60+ reusable components** and a new design system, enabling rapid page assembly and consistent SaaS-grade typography and spacing tokens (spec work; not launched).
- **Reframed IA and navigation (sitemap + top-nav)**, prioritized hero value prop and feature storytelling, and standardized layouts aimed at conversion and scalability across the full website footprint.

SKILLS & CERTIFICATIONS

- **Research & Design:** Qualitative research (user interviews, focus groups, ethnographic), quantitative research (surveys, A/B tests), usability testing, journey mapping, diary studies, metrics definition, statistical and thematic analysis, user-centered design, information architecture, interaction design, wireframing, prototyping, design systems, Web Content Accessibility Guidelines 2.1/2.2, heuristic evaluations, task flows, content design.
- **Management Skills:** Cross-functional collaboration (PM/Eng/Research), stakeholder management, executive communication, road mapping and prioritization, mentorship and design critique, workshop facilitation, product lifecycle management, Agile/Scrum, requirements and specs, design system governance (tokens, components), quality and accessibility reviews.
- **Tools:** Figma, Webflow, Framer, Lovable.dev, Vercel V0, Bolt AI, Cursor, Adobe Creative Suite, HTML, CSS, JavaScript, Jira, Trello, Dassault Solidworks, Autodesk Fusion 360, McNeel Rhinoceros 3D, Keyshot, Blender 3D.
- **Certifications:** Responsible Conduct of Research Training (CITI.org, Feb 2024), Social Behavioural Research – Group 2 (CITI.org, Feb 2024), Responsive Web Design (FreeCodeCamp, Feb 2024).

EDUCATION

Master of Science (MS), Computer Graphics Technology – User Experience May 2025
Purdue University | West Lafayette, IN GPA: 3.9/4

Integrated Master of Design (M.Des), Product Design (Gold Medalist) Apr 2023
GLS University | Gujarat, India GPA: 3.4/4