**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*