

# SHUBHAM CHAUHAN

Lead Product Designer | Design Systems | BFSI | Telecom | Retail

+971 55 592 5065 | shubhamchauhan2995@gmail.com

Portfolio: [shubhamchauhan.me](https://shubhamchauhan.me)    LinkedIn: [linkedin.com/in/shubhamchauhan90/](https://linkedin.com/in/shubhamchauhan90/)

Recent client work is under NDA. Happy to walk through current case studies on a call.

**Nationality:** Indian

**Visa:** UAE Employment Visa

**Availability:** 30 day notice (negotiable)

## SUMMARY

Lead Product Designer with 11+ years across BFSI, telecom, healthcare, energy, and e-commerce. Currently Associate Principal Consultant (Design) at Nagarro, deployed onsite at du in Dubai. Recent work includes a Prepaid Flexi Plan revamp that lifted engagement by ~40% and added ~25% revenue through subscription bundles. Engineer turned designer who pairs systems thinking with research, A/B testing, and close cross-team collaboration. Comfortable across prepaid customer journeys, design-system unification, and promotional Arabic (RTL) localisation for the GCC market. Open to Lead or Principal Product Designer roles in the UAE.

## CORE COMPETENCIES

- **Product Strategy & Discovery:** Research synthesis, Journey mapping, Service design, Heuristic & competitor analysis
- **Interaction & Visual Craft:** High-fidelity UI, Interaction design, Design tokens, Promotional Arabic RTL designs, WCAG accessibility & compliance
- **Research & Experimentation:** User interviews, Surveys, Personas, Empathy maps, A/B testing for production validation
- **Design Systems:** Building and maintaining component libraries, Design-engineering handoff
- **Tools & AI:** Figma, FigJam, Sketch, Miro, Zeplin, Photoshop, Illustrator, ChatGPT, Gemini & Claude for research synthesis
- **Team & Hiring:** Designer onboarding, Aligning designers across Business Units, Interview panelist at Nagarro
- **Domain Depth:** BFSI, Telecom, Healthcare, Energy, Logistics, E-commerce, B2B SaaS, Industrial / B2B mobile

## EXPERIENCE

### du (Emirates Integrated Telecommunications Co.) - Dubai, UAE

Product Designer (Onsite contract via Nagarro) - Aug 2024 to Apr 2026

UAE telecom operator (~9M subscribers) across mobile, home, and enterprise.

- Led the **Prepaid Flexi Plan Revamp** end-to-end, exploring three directions and validating through A/B testing before launch. Reworked Plan Builder (the existing option) to be more intuitive, and designed Subscription as a new second option - both are now live in the du prepaid app. Engagement lifted ~40% post-launch, and bundles introduced within Subscription contributed ~25% additional revenue.
- **Rethought the prepaid checkout** across web and apps - designed for pricing clarity at every step, introduced modal and popover patterns for quick checkout on web, used native flows on mobile, and structured the system to scale cleanly as new payment methods roll out.
- Designed and improved **core prepaid journeys** including tourist plans and tourist eSIMs, bundle renewals, usage history, home wireless UI, roaming UI, and prepaid marketing media. Worked across these flows so they feel like one platform.
- Revamped and aligned most **prepaid journeys to Ignite (du's design system)**, building in accessibility and compliance standards (contrast, typography scale, keyboard and screen-reader considerations). The unified baseline sped up dev implementation, made gaps easier to spot, and reduced back-and-forth during handoff as the system continues to evolve.
- **Designed Arabic (RTL)** layouts for promotional graphics and specialised customer screens.

### Nagarro - Gurugram, India

Associate Principal Consultant (Design) - Jul 2019 to Present

**Progression:** Associate Design Consultant → Design Consultant → Senior Design Consultant → Associate Principal Consultant (Jul 2025)

Global digital engineering firm; ~17,000 employees; listed on the Frankfurt Stock Exchange.

- **Automotive - Parts Portal, Daimler Trucks:** Designed the Daimler Trucks parts portal (live), a responsive e-commerce site for South Africa and Australia integrated with the dealer network and aligned to global brand guidelines. Ran competitor analysis, developed personas, addressed gaps in the design system, and delivered high-fidelity web and mobile screens to engineering.
- **Banking - Merchant App, IndusInd Bank:** Designed B2B journeys for a merchant banking app covering FD/RD, card services, fund transfers, and a collective earnings dashboard. Built the visual language (icons, typography, colour) and shipped 100+ screens with a linked prototype, several journeys designed to align with the bank's new system.

- **Door Manufacturer - E-commerce + Adobe AEM:** Redesigned the existing site and activated the e-commerce section, including a white-label setup for third-party vendors. Built reusable AEM content templates and designed responsive layouts across three breakpoints in parallel.
- **Industrial - iPad LIDAR Fencing App:** Designed a native iPad B2B app for an entrance-systems leader using LIDAR to draw fencing perimeters on-site. Followed Apple HIG closely, introduced drawable sketch features, AR view, and 3D viewing for the field team.
- **Power Exchange - Trading Platform, Indian Energy Exchange (IEX):** Redesigned a legacy trading tool covering DAM, TAM, and other product journeys. Designed a unified web and mobile experience with dark and light modes, built a Sketch component library, and introduced multi-device support, concurrent market sessions, and bulk order automation, reducing legacy tool dependency for traders.
- **Beyond project delivery:** Onboard new designers into projects, align designers across Nagarro Business Units, and serve on the design hiring panel, running interviews for mid and senior candidates.
- **Earlier Nagarro engagements:** Indoor environment retail MVP (B2C, mobile-first); Fortune 500 customer-engagement large-screen app; internal RFP and graphics work for building automation and smart-city pitches; AR-based virtual try-on for an Indian e-commerce platform.

## Mphasis - Bengaluru, India

Design Consultant (Onsite engagement) - Jan 2019 to Mar 2019

**Designed TalentNext**, an internal skill development and training platform. Identified key user personas across roles, designed desktop panels for different user groups, and built a responsive dashboard. Explored gamification to make the platform more engaging.

## Mobile Programming LLC - Mohali, India

UI/UX Designer - Feb 2018 to Jul 2019

Designed across aerospace, pharma, event management, medical, and e-commerce. Worked with the pre-sales team on proposal interfaces and future-state concepts for client pitches. Translated business requirements into user flows, screens, and interactive prototypes for web and mobile, and contributed to design systems and reusable components.

## Bridging Technologies - Mohali, India

Lead Product Designer - Apr 2017 to Feb 2018

- **Led a team of four designers**, guiding product direction and partnering with front-end developers to take ideas through to production.
- **Designed and shipped the first two versions of Denefits**, a dental financing and payment management platform (still in production today): 100+ dashboard and mobile screens, with 4,000+ active users at the time of handover. Also designed the initial concept and first version of Practina, an automated social media management platform, and built distinct brand identities for several products.

## Click Labs - Chandigarh, India

Product Designer - Jan 2015 to Sep 2016

Helped launch the first version of Tookan, a delivery management SaaS with optimised routing and real-time tracking. Designed admin panels and fleet mobile apps across sectors, and contributed to multiple white-label adaptations.

## EDUCATION

### Bachelor of Engineering, Computer Science

Panjab University, CCET Chandigarh - 2012 to 2015

### Diploma, Computer Engineering

CCET Chandigarh - 2009 to 2012

## CERTIFICATIONS

### Design Thinking at Work

LinkedIn Learning, 2024

### UX Deep Dive: Remote Research

LinkedIn Learning, 2024

### UX Design

Udemy, 2022

## LANGUAGES

### English

Professional

### Hindi

Native

### Punjabi

Native