



HARSHITA CHAVDA

DESIGN, RESEARCH, STRATEGY

I'm a **Designer** who loves to make things beautiful but thoroughly back it up with **User research**, bringing a **combined industry experience of over 5+ years**. I thrive in high pressure environments & get things done more efficiently, with grace. Playing sports instilled in me the importance of working towards a shared goal. My passion for behavioral sciences and exploration across domains fuels my ability to design **memorable, immersive, and future-proof products**.

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TOOLS

AI

Gemini. Google Trends, VisualEyes (Neurons), Looppanel. ChatGPT, Midjourney, Perplexity AI

Research

G Suite, Microsoft Office, Miro, Figma Jamboard, Notion, Microsoft forms Qualtrics

Design

Adobe InDesign, Photoshop, Illustrator, Figma

PROCESSES

Research

User Interviews, Participant Recruitment, Usability Testing, Case Study, Thematic Analysis, Note Taking, Moderation, Data Visualization

Strategy

New concept development, Trend Signalling, Future Projections

UX Design

Design Thinking, Heuristic Evaluation, Wireframing, Information Architecture, Competitive Analysis, VOC mapping

Writing

UX Writing, Report writing, Case study development

LANGUAGES

English, Hindi, Marathi, Korean, Gujarati

CO-CURRICULAR SKILLS

Multi-disciplinary athlete Gardening

MY JOURNEY

2024

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UX Designer (Research & Strategy)

Samsung India Electronics Pvt Ltd – Full time

Jul’22 – March’ 24 • 1yr 9mo

SKILLS

Ethnographic Research, UX Research, UI, Wireframing, Creative Strategy, Quantitative Research, Qualitative Research, Product Innovation, Consumer Insight, User Interviews

KEY ROLES

[Samsung Work| My Site \(harshitachavda.com\)](#)

Identified improvement areas and championed user-centred design, driving a transformation User experience through **Formative evaluation, Heuristic evaluation, UX Audit** for final delivery of **Strategies, Design Implications, Wire frames & Reports.**

Identified **3 domains**, delivering reports with **50+ actionable insights and 10 key design implications** for future products within the domain of **Living With AI**

Conducted market & user research, crafted final game story, impacting **100,000+ Indian users.** Identified **8 high-impact and 6 targeted User improvements** for **Immersive Gaming XR Experience**

User concept validation, research, **20+ final product wire frames** impacting **user interviews of 150+ users** within the domain of Health

Comprehensive technical **word-bank** with nearly **130+ strings** within Language Assistance and Content Enhancement Solutions

12% rise in user satisfaction scores through A/B testing of **wire frames** within Next-gen Mobile UX Elevations, including Native App Experiences

Generated **35+ detailed reports** -- Leveraged **market sensing techniques** and AI to analyse **user** behaviour **and technology trends** across various domains, including deep dives into **Fitness and Gaming.** Translated these insights into UX-driven narratives and actionable market trends, focusing on **Gen Z and Indian user needs in health, education, and language.** Conducted **competitor analysis** to develop winning **UX strategies** for consumer electronics.

2022

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Masters in Experience Design

NIFT, Delhi

June’20– June’22 • 2yrs

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UI UX Designer (Research & Design)

Flixstock India Pvt Ltd

Jan’22– June’22 • 6mo

[FlixStock | My Site \(harshitachavda.com\)](#)

B2B impact on **4 major clients.** Digitized manual processes for last-mile delivery through **UX Redesign & stakeholder management.** A comprehensive redesign by seamlessly aligning user needs with business goals in the company’s product suite.

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UI UX Designer (Research & Design)

General Aeronautics Pvt Ltd

June 2021 – Sept 2021 • 3mo

Leveraged UX research to design the user experience of a **ground control station interface for drones.** This included understanding user needs and workflows to create an intuitive and user-friendly system for operating and monitoring drone flights.

2019

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Research & Community Relations (Community care representative)

Mumbai Gwalas Pvt Ltd

Sep 2017 – Jan 2019 • 1 yr 5 mos

Conducted in-depth **product research** to understand **user needs and market trends.** Developed **customer experience journeys** to map user touchpoints and identify opportunities for improvement. Employed user research methods (e.g., surveys, interviews) to gather user feedback and **inform design decisions.** Created **user research reports and design strategies** to guide the servicing of the final product delivery, ensuring a seamless and positive user experience.

2017

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Research & Community Relations (Community care representative)

Ecomytra Organics Pvt Ltd

Sep 2016 – Jan 2017 • 1 yr 5 mos

Conducted **user research & market research.** Identified **potential collaboration partners** for expansion of the business. Contributed to creating customer journey maps, visualizing the user’s experience with the product. Consistent participation in **conducting surveys and interviews.**

2016

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Bachelor of Commerce (Business Studies)

Mumbai University

2013 – 2016