HARSHITA CHAVDA

DESIGN, RESEARCH, STRATEGY

Strategic UX Designer with 6+ years of experience shaping end-to-end product experiences through user-centered design, research, and cross-functional collaboration. Adept at translating complex business requirements into scalable design solutions across both internal platforms and external products. Experienced in discovery research, wireframing, interface design, and usability testing. Known for blending strategic thinking with craft execution to deliver high-impact experiences.

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SKILLS
UX Design: Interaction Design, Visual Design, Wireframing, Heuristic Evaluation, Information Architecture, Design Systems, UX Writing
Research: User Interviews, Usability Testing, Mixed-Methods Research, Contextual Inquiry, Competitive Benchmarking
Tools: Figma, Adobe Suite, Miro, JIRA, Microsoft Office, Notion, Jamboard, ChatGPT, Midjourney, Google Trends
Strategy: Journey Mapping, Task Flows, Product Thinking, Roadmap Alignment, Stakeholder Communication
Soft Skills: User Advocacy, Cross-functional Collaboration, Systems Thinking, Agile Mindset, Design Storytelling

WORK EXPERIENCE

2025 ⭐ **Experience Design Specialist**
BP p.l.c. | Sep 2024 – Present
- Delivered end-to-end UX for a cross-functional **PowerApp platform used by 200+ internal users**, **covering research, stakeholder engagement, wireframes, UI design, and iterative testing**.
- Identified key friction points in **task flows** and introduced design changes that enhanced task completion and **reduced cognitive load.**
- Partnered with **product, development, and operational teams** to ensure usability and consistency across **internal toolsets.**

2024 ● **User Experience Researcher**
Cornerstone OnDemand | Jul 2024 – Sep 2024
- Led **25+ user and stakeholder interviews across B2B and B2B2C landscapes** to uncover strategic design opportunities.
- Proposed three redesign directions backed by **evidence-based insights** to elevate dashboard clarity and usability.
- Strengthened stakeholder buy-in by linking design recommendations to **user behaviours and business goals.**

2024 ● **UX Designer (Research & Strategy)**
Samsung India Electronics Pvt. Ltd. | Jul 2022 – Mar 2024
- Drove **research-led design for Gen Z and mid-tier product segments**, resulting in feature prioritization and **customer satisfaction uplift by 12%.**
- Delivered **20+ wireframes and prototypes based** on insights from **150+ user interactions in health and wellness sectors.**
- Collaborated with cross-functional teams to align **design strategy with business, market, and technical inputs.**

2022 ● **UX Designer (Internship)**
Flixstock India Pvt. Ltd. | Jan 2022 – Jun 2022
- Modernised analog systems for **4+ enterprise clients by streamlining workflows and deploying scalable UX patterns.**
- Facilitated collaborative design workshops to build stakeholder alignment and drive adoption.

2021 ● **UX Designer (Internship)**
General Aeronautics Pvt. Ltd. | Jun 2021 – Sept 2021
Designed intuitive ground station **interfaces for drones** through in-depth research, persona development, and interface mapping.

2019 ● **Research & Community Relations (Market & User Research)**
Mumbai Gwalas Pvt. Ltd. | Sep 2017 – Jan 2019
Conducted ethnographic research and user journey mapping to shape community engagement and product positioning.

2017 ● **Research & Community Relations (Market & User Research)**
Ecomytra Organics Pvt. Ltd. | Sep 2016 – Jan 2017
Led research on rural customer needs and behaviors to inform persona development and product-market fit.

2022 ● **EDUCATION**
Masters in Experience Design
NIFT, Delhi | 2020 – 2022

2016 ● **Bachelor of Commerce**
Mumbai University | 2013 – 2016

LANGUAGES
English, Hindi, Marathi, Korean (Basic), Gujarati

CO-CURRICULARS & INTERESTS
Multidisciplinary Aesthetic Practice, Gardening