KALYAN CHANDANA
PRODUCT DESIGNER

Charlotte, NC **|** +1 813 595 1580 **|** kalyanvenkatesh.cha@gmail.com **|** Portfolio

6+ years experience as a Product Designer, turning ambiguity into tangible, shipped solutions. I architect product experiences, automate workflows, and own the results, thriving in the intersection of strategy and execution. My expertise spans user research, scalable design systems, and data-driven design, consistently delivering elegant, accessible, and impactful solutions from complex needs.

EXPERIENCE

Product Designer | CUBEXIT INC, FL (Multiple Clients), Remote   Jan 2025 - Present
- Contributed to 594% increase in website traffic through UX improvements that reduced bounce rate by 87% and increased session duration by 27%.
- Architected and launched a comprehensive, scalable design system in Figma, significantly boosting team design efficiency and reducing development time by **40%**.
- Conducted in-depth heuristic evaluations and competitor benchmarking to identify critical UX improvement areas.
- Implemented E2E CRM implementation for clients using Service Design principles.
- Developed detailed user personas and empathy maps to champion a user-centered approach across all projects.
- Collaborated closely with marketing and CRM teams on change management and service design initiatives.

Design Lead | Omni Healing, Hartford, CT | Remote   Sep 2024 - Dec 2024
- Successfully led a high-priority design project with bi-weekly Agile sprints, achieving **100% on-time delivery**, shipping 10 critical user flows on aggressive timelines with zero delays.
- **Reduced average user task time by 25%** through intuitive interface redesigns and workflow optimization.
- Maintained **WCAG 2.1 compliance** across all touchpoints ensuring accessibility.
- Constructed and meticulously maintained a robust Figma design system with over forty reusable components.

Product Designer/Graduate Assistant| University of Maryland - College Park, MD   Jan 2023 - May 2024
iConsultancy:
- Led extensive user research, conducting **30+ user interviews, 12 Subject Matter Expert interviews, 20+ cognitive walkthroughs, 10 heuristic reviews, and 20+ usability testing sessions** for TerpGIS.
- Built a comprehensive design system with 50+ reusable and accessible components.
- Enhanced user task **success rates by 31%** in usability tests through iterative design refinements.
- Took end-to-end responsibility for product roadmap and stakeholder alignment.

Department of Information Technology(GA):
- Improved overall **user satisfaction by 23%** through research-driven UX enhancements on the Elevate program platform.
- Conducted over eleven comprehensive usability testing sessions, leading to an 83% increase in task success rates.
- Contributed directly to a **30% increase** in key user engagement metrics across the platform.

Design Lead | Renaura Wellness Pvt. Ltd., India   Jan 2022 - Apr 2022
- Redesigned e-commerce platform resulting in **17x sales growth** through improved product discovery, simplified checkout process, and enhanced mobile experience.
- Led and mentored a talented team of three designers (and a wider team of 5 including multimedia specialists) while personally handling product strategy and technical implementation.
- Increased customer **retention rate by 16%** by implementing features based on direct user feedback.
- Cut user **task completion time** by over **20%** by restructuring the entire information architecture.
- Pioneered the use of A/B testing to validate design hypotheses for checkout flow optimizations.

UI/UX Designer / Sr. Consultant | Infosys (Client: Apple), India   Jan 2019 - Dec 2021
- I**ncreased operational efficiency by 7x** for 7000+ global retail staff by designing a highly intuitive custom automation tool integrating SAP data, eliminating 80% of manual data entry and retrieval time from hours to minutes.
- Designed secure and fully **WCAG-compliant** web interfaces, enabling global accessibility for all users.
- Met Apple's stringent internal security and privacy standards for all enterprise-level software design projects.
- Reduced project rework and development churn by 35% through clear documentation and validated designs.
- **Mentored two junior designers** and implemented scalable design best practices across multiple internal project teams.
- Designed for 10,000+ global users across different time zones and languages.

SKILL MATRIX

Core UX/UI Skills

- **User Research & Analysis:** Heuristic Evaluation, A/B Testing, Competitor Benchmarking, User Interviews & Surveys, Persona & Empathy Mapping, Usability Testing (Moderated & Unmoderated), Data-informed design using analytics, heatmaps, and A/B testing.
- **UX Strategy & Planning:** Design Thinking, Journey Mapping, Information Architecture, Feature Prioritization (MoSCoW, Kano), End-to-End Product Lifecycle Design, Responsive and mobile-first design principles.
- **Wireframing & Prototyping:** Low-Fidelity to High-Fidelity Design, Interactive Prototyping, User Flow Diagramming, Responsive Web & Mobile Interfaces, Create low- to high-fidelity wireframes of front-end screens, Develop clickable prototypes for validation.
- **UI Design & Visual Systems:** Scalable Design Systems, Pattern Libraries, Typography, Color Theory, Accessibility (WCAG 2.1, ADA), Design Tokens, Human-Centered Design, Apply consistent UI patterns, branding and accessibility standards.

AI & Automation Skills

- **Prompt Engineering & Context Design:** Advanced prompting techniques, Chain-of-Thought reasoning, Few-Shot learning, CLEAR framework implementation, Context engineering for consistent AI outputs, Multi-modal prompt optimization.
- **AI Development & Integration:** Claude Code workflows, MCP (Model Context Protocol) servers, OpenAI/Anthropic/Gemini and other API integration with OpenRouter, AI agent architecture, Custom GPT development, Model selection and optimization.
- **Workflow Automation & Orchestration:** n8n automation pipelines, AI-powered content curation, Webhook architecture, Multi-agent systems, Automated research synthesis, Intelligent data processing workflows.
- **Emerging AI Applications:** Vibe coding for rapid prototyping, AI-assisted design systems, Conversational interface design, Voice UI prototyping, Computer vision integration, LLM-powered user research analysis.

Design & Collaboration Tools

- **Design Tools:** Figma, Sketch, Adobe Creative Suite.
- **Prototyping:** Webflow, Lovable, Claude Code.
- **Collaboration & Management:** Notion, Jira, Miro, Slack, Operating in SAFe agile framework; scrum collaboration and design sprint participation.
- **Research & Data:** Dovetail, UserTesting.com, Google Analytics.

Technical & Soft Skills

- **Technologies:** Vibe Coding, HTML, CSS, React.js, Next.js, Content Management Systems (CMS).
- **Methodologies:** Agile, Scrum, Design Sprints, SAFe agile framework.
- **Soft Skills:** Creative Problem-Solving, Empathy, Communication, Stakeholder Management, Attention to Detail, Mentorship, Time Management.

UX Metrics & KPIs

- Conversion Rate, Task Completion Rate, Net Promoter Score (NPS), Time on Task, User Drop-Off Points, User Satisfaction (CSAT), System Usability Scale (SUS).

EDUCATION

Masters in Human Computer Interaction | University of Maryland, College Park, MD | **GPA:** 3.9   **May 2024**

Bachelors in Production and Industrial Engineering | Vellore Institute of Technology, India | **GPA:** 3.3   **May 2018**

VOLUNTEERING

Ed-Support Volunteer | Make A Difference, India   **Sep 2019 - Mar 2021**

- Conducted weekly science and life skills sessions for children in shelter homes, creating a nurturing and engaging learning environment
- Led successful fundraising initiatives and organized impactful CSR events in strategic partnership with leading multinational corporations