

# Muskan Chhabra

## User Experience (UX) Designer

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## Professional Summary

UI/UX Designer skilled in creating user-centered, research-driven digital experiences. Strong in UX research, product page optimization, A/B testing, interaction design, and building data-backed, high-converting user flows and interfaces.

## Experience

### UI/UX Designer,

ZeroHarm Sciences Hyderabad | February 2025 – Present

- Led end-to-end UX for ZeroHarm using a human-centered approach across research, wireframing, prototyping, UI design, and PDP/landing page improvements.
- Conducted market research and A/B tests to validate hypotheses, optimize layouts, and boost conversions.
- Collaborated with developers, PMs, and video editors to ensure accurate execution and deliver multiple high-impact feature rollouts.
- **Achievements:** Improved PDP conversions and delivered multiple feature rollouts with strong cross-team coordination.

### UI/UX Designer,

IXT Minds | September 2024 – January 2025

- Worked with multiple clients including Bundelkhand Craft Cluster (Govt. of India) and ClickedART. Designed UX flows, wireframes, and UI while collaborating with developers and PMs for smooth delivery. Conducted research and improved usability across web experiences.

### User Experience Designer and Graphic Designer

Freelance | December 2023 – August 2024

- Collaborated with clients to deliver user-centered designs across web, branding, and social content. Led user research, and created wireframes and prototypes while ensuring consistency with client goals.

### Assistant Designer

Sharmishtha Designer Studio | September 2023 – December 2023

- Researched trends and created mood boards, visual palettes, storyboards, digital prints, lookbooks, and social media creatives.

### Assistant Designer

Ewoke Studio Hyderabad | October 2022 – July 2023

- Created digital print collections, worked with clients, and supported creative direction across shoots, styling, and sketches.

### Design Intern

Sharmishtha Designer Studio | September 2021 – November 2021

- Gained valuable exposure to the design industry and enhanced my skills by working closely on various design projects.

### Graphic Design Intern and Illustrator

Design Tales Hyderabad | July 2020 – August 2020

- Created branding assets, lookbooks, social media grids, and illustrations while contributing to jewelry branding projects.

## Education

### FDDI Hyderabad

Bachelor of Design (B.Des.) | 2018 – 2022

- Equipped with a strong foundation in design principles, creative problem-solving, and user-centered methodologies to craft impactful and intuitive designs
- CGPA- 8.75

### Interaction Design Foundation

Certifications | March 2024- August 2024

- User Experience Design & Research
- UI Design
- AI for Designers
- Visual Design

## Skills

### Software Skills

Rapid Iteration · Proficient in **Figma, Illustrator, Photoshop, InDesign, After Effects**, and **Procreate** for creating user-centric designs, illustrations, animations, and visual storytelling.

### Design

User Experience · Interaction Design · User Interface · Physical and Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups

### Research

User Interviews · User Testing · Information Architecture · Journey Mapping · Quantitative Analysis · A/B Testing · Competitor Analysis · Design Strategy · User Flows

### Visual Design

Poster Design · Branding · Typography · Iconography · Book Design · Book Binding · Web Design, Stylesheets and Guidelines

### Other Skills

Rapid Iteration · Cross-functional Collaboration and Communication · Human-centered Approach · Provide and Solicit feedback ·

## Notable Projects

### ZeroHarm Websites & PDP Redesign (2025)

- Designed ZeroHarm UK & Dubai websites end-to-end, leading UX strategy, IA, A/B testing, and UI. Built behaviour-driven PDPs for ZeroHarm India and designed the full UX for Cantel, India's first microRNA blood-based breast cancer screening test.

### ZeroHarm Websites & PDP Redesign (2025)

- Created wireframes and prototypes for a stock image platform, improving usability

### Ministry of Commerce – Craft Cluster

- Led UX redesign to improve accessibility and navigation, increasing user engagement by 30%.