Sahil Chawla

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Skills

Design
- User experience (UX), Interaction design, User interface (UI), Physical and digital prototyping, Visual design, Wireframing, Low-fidelity mockups, User-centred design, User journey optimisation, Interaction flow design, Responsive design, Prototyping for usability testing, Iterative design process, Problem solving skills, Micro interactions

UX Research
- User interviews, User testing, Information architecture, Journey mapping, Quantitative analysis, A/B testing, Competitor analysis, Design strategy, Persona development, Usability testing methods, Card sorting techniques, Customer journey analysis, Heatmap analysis, storyboarding

Software
- Figma, Sketch, ProtoPie, Keynote, Illustrator, Azure, Miro, Photoshop, After Effects, Adobe XD, HTML, CSS(basic Understanding), SketchUp, Revit, AutoCAD, Lumion

Visual Design
- Poster design, Branding, Typography, Icons designs, logo design, Web design, Style guides, Brand identity design, Visual storytelling, Motion graphics for UI/UX, Design for accessibility.

Other Skills
- Rapid iteration, Cross-functional collaboration, Communication, Human-centric approach, Feedback solicitation, 3d model making, Agile UX methodologies, Stakeholder workshops, Design thinking, User empathy workshops.

Work Experience

Senior UX/UI Designer
Adani Digital labs (Team Trainman)
Feb 2022 – Present

- **Created a user-centric chatbot flow**, conducted user interviews, created information architecture, flow charts, A/B testing, prioritise user issues by card sorting resulting in a 30-40% decrease in support calls. Collaborated with partners and SWEs to ensure seamless development.
- **Designed "Trip Assurance" and "Alternate Confirm seats"** features. Performed Competitor analysis, A/B testing, persona creation and UX strategy. Developed wireframes, Journey maps, qualitative and quantitative research along with high fidelity prototypes using Figma, Increased company revenue by 15%.
- Performed A/B testing, user interviews, competitor analysis, executed ux laws for the **'Free Cancellation' project**, resulting in a 12% to 18% increase in conversion.
- Improved post-payment user flow by performing competitor analysis, card sorting, User interviews, journey mapping leading to a 15% reduction in drop rates.
- **Collaborating with product manager for PRDs,** aligning UX strategy with **business goals** to enhance customer satisfaction and drive business success.
- **Redesigned TDR filing flow** by taking user interviews and customer support team interactions, card sorting to prioritise TDR filing issues. achieve a 30% reduction in user-reported issues.
- **Enhanced booking funnel** user experience by performing competitor analysis, journey mapping, heatmap analysis, design reiteration. Utilised UX laws and principles to improve usability and optimise user interaction.

UX/UI Designer
Placco - Lumen travel Pvt limited
Feb 2021 – January 2022

- Brought **significant insights to the UX design** by doing interviews with local shopkeepers, enhancing information architecture.
- Strategised UX design for **multi-platform Android, iOS, and web**, performed user testing, competitor Analysis, Interviewed stakeholders, persona creation, wireframes and high fidelity prototypes.
- Understand customer journey for onboarding flow, **increasing overall user onboarding by 30%.**
- A/B testing for customer onboarding at different local sellers, Increasing it by 15%
- Executed user research to find **product Market fit and viability**
- Collaborated with product manager and the front end engineering team to ensure a **MVP quality delivery under 3 months.**

Co- founder
Arch- ancestors
August 2020 – January 2021

- Led client onboarding, understanding stakeholders requirements with a focus on user empathy. Managing teams to develop design strategy and execution on site, incorporating user feedback iteratively. Ensuring alignment with design vision, user needs and design principles.

Visual Design Architecture
VYOM
May 2019 – July 2020

- 3D prototypes and presentations for architecture projects, engaging stakeholders with immersive visuals. Demonstrated user empathy through user interactions, enhancing designs accordingly. Developed leadership and communication skills by leading design presentations. Designed company booklet, showcasing work scope and company design identity.

Assistant Architect
Tradewill Interiors
May 2018 – April 2019

- Designed and supervised an institutional building in Gwalior , ensuring a user-centric approach. Produced presentation drawings and construction-ready plans, incorporating principles for optimal functionality.

Visual Design Consultant
Sanju Bose consultant
May 2017 – April 2018

- Led presentations with design teams to various stakeholders. Created 3D and 2D prototypes and walkthroughs to showcase the envisioned experiences. Designed experiences for high-end apartments in the Delhi NCR region, ensuring alignment with user needs and expectations.

Education

Bachelors of Architecture (Honors)
August 2011 – September 2016

- Designed an award-winning proposal for Rehabilitation Center catering to human trafficking victims in Dwarka. Recognised as the best thesis in class, showcasing design strategy, User empathy, User interviews, focused on understanding psychology in the rehabilitation process.

Spatial (Augmented reality) UX/UI Design certification
March 2023 – July 2023

- Created an application utilising Augmented Reality to assist users for their vehicle maintenance, conducting user interviews, usability testing methodologies, journey mapping, user persona, A/B testing, Information Architecture, storyboarding, low and high fidelity wireframes.

UX/UI Design certification
Sep 2020 – Jan 2021

- Created a Covid vaccine application for Indian government, streamlining slot booking for vaccinations. Integrated user interviews, information architecture, and journey mapping.
- Designed "Just Groc," a home supplies management app for small gatherings. Implemented collaboration skills, design strategy, and usability testing for user-friendly experience.