

# Sahil Chawla

UX/UI DESIGNER

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Gurugram

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## OBJECTIVE

With around 3.5 years of experience as a UX designer, I have successfully worked on product journeys from conceptualisation to feature launch. Core strengths are in user research, data-driven design solutions supported by skills in product strategy, wireframing, prototyping, user interviews and A/B testing. Additionally, my 4 years of experience in architecture have honed my ability to align with revenue growth.

## EXPERIENCE

### **Adani Digital Labs (Trainman, 13M+ Downloads), Gurgaon - Senior UX designer**

Feb 2022 – Present

- Revamped post-payment user flow by performing competitor analysis, card sorting, user interviews leading to a 15% reduction in drop rates.
- Created a chatbot flow, conducted user interviews, created information architecture, flow charts, did A/B testing, prioritized user issues by card sorting resulting in a 30-40% decrease in support calls.
- Designed "Trip Assurance" and "Alternate Confirm seats" pioneer features. Performed competitor analysis, did primary and secondary research. Developed Journey maps, prototypes, Increased company revenue by 15% through this feature.
- Designed 'Free Cancellation scheme', resulting in a 12% to 18% increase in conversion. Added Gamification for referral program
- Improved booking funnel user experience by performing competitor analysis, heat map analysis, design reiteration and user interviews.

### **Placco Lumen travel Pvt limited, New delhi - UX Designer**

Feb 2021 – January 2022

- Gathering required insights to UX design by doing primary research with local shopkeepers, enhancing user flow, and creating delivery strategy.
- UX design for multi-platform Android, iOS, and web, performed user testing, competitor Analysis, Interviewed stakeholders,

## SKILLS

- Prototyping
- Wireframing
- Iterative design process
- Data driven design solutions
- Agile UX methodologies
- User interviews
- A/B testing
- Competitor analysis
- Card sorting
- Heatmap Analysis
- Icon design
- Motion graphics
- Accessibility design

## ACCOMPLISHMENTS

- Managed the entire iOS release cycle independently.
- Led overall development of chatbot reduced 30% customers calls.
- MVP quality delivery under 3 months, to understand product market fit.
- Revamped post-payment user flow, leading to a 15% reduction in drop rates.

## TECHNICAL

- Figma
- Sketch
- Protopie
- Photoshop
- Azure
- Miro

- Created persona's, developed prototypes.
- Understand customer journey for onboarding flow, increasing overall user onboarding by 30%.
- Collaborated with the product manager and the front end engineering team to ensure a MVP quality delivery under 3 months.

### **Vyom, New delhi – Visual Design Architect**

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. leadership and communication skills by doing design presentations.

### **Tradewill Interiors, Gurugram – Assistant Architect**

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.

### **Sanju Bose Landscape consultant, New delhi – Visual Design Architect**

May 2017 – April 2018

- Led presentations with design teams to various stakeholders. Created 3D and 2D prototypes and walkthroughs to showcase the envisioned experiences.

## **EDUCATION**

### **Bachelors of Architecture (Honors) , Kurukshetra University**

August 2011 – September 2016

### **Spatial (Augmented reality) UX/UI Design certification , Designerrs**

March 2023 – July 2023

### **UX/UI Design certification , Designwings**

September 2020 – January 2021

- After effects
- Illustrator
- HTML and CSS
- Sketchup 3D
- Adobe Aero

## **LANGUAGE**

- Hindi
- English

## **INTEREST**

- Badminton
- Trekking
- Augmented Reality

## **PROVEN EXPERTISE**

- Rapid iteration
- User testing
- Aligning business objectives
- Stakeholder workshops
- Process Improvement
- Feedback solicitation
- Visual storytelling
- Customer Journey mapping
- Storyboarding
- Stakeholder presentation
- Creating PRD's
- Creating user journeys