

Sahil Chawla

UX/UI DESIGNER

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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 design 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, 13 million+ Downloads), Gurgaon — Senior UX designer

Feb 2022 – Present

- 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. Coordinated with backend, business and chatbot consultant for seamless execution.
- 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%.
- Designed 'Free Cancellation scheme', resulting in a 12% to 18% increase in conversion. Added Gamification for referral program
- Revamped post-payment user flow by performing competitor analysis, card sorting, user interviews leading to a 15% reduction in drop rates.
- Revamped TDR filing flow by interacting with users and customer support team, card sorting to prioritize issues. achieved a 30% reduction in users calls.
- Improved booking funnel user experience by performing competitor analysis, heat map analysis, design reiteration and user interviews.

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

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

Placco Lumen travel Pvt limited, New delhi — UX Designer

Feb 2021 – January 2022

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

Feb 2021 – January 2022

Tradewill Interiors, Gurgaon — Assistant Architect

May 2018 – April 2019

Sanju Bose Landscape consultant, New Delhi — Visual Design Architect

May 2017 – April 2018

EDUCATION

Bachelors of Architecture (Honors) , Kurukshetra University

Aug 2011 – Sep 2016

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

Mar 2023 – Jul 2023

UX/UI Design certification , Designwings

Sep 2020 – Jan 2021

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

LANGUAGE

- Hindi
- English

INTERESTS

- Trekking
- Badminton

PROVEN EXPERTISE

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