

# Sahil Chawla

UX/UI DESIGNER

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+91- 9034875758

[Approach.sahil@gmail.com](mailto:Approach.sahil@gmail.com)

[www.Sahilchawlaux.com](http://www.Sahilchawlaux.com)

## OBJECTIVE

With around 4 years of experience as a UX designer, I have successfully worked on product journeys from communicating conceptual ideas to product delivery. Core strengths are in user research, data-driven design solutions supported by skills in product Development, wireframing, Human centered design, prototypes, user interviews and A/B testing, cross functional collaboration. Additionally, my 3.5 years of experience in architecture have honed my ability to align with revenue growth.

## EXPERIENCE

### Adani Digital Labs (Trainman, 13M+ Downloads), Gurgaon - Senior UX/UI 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, user research and user interviews.

### Placco Lumen Travel Pvt Limited, New Delhi - UX/UI Designer

Feb 2021 – January 2022

- Gather required insights UX design and understand user requirements by doing primary research with local shopkeepers, enhancing user flow, and creating delivery strategy.
- UX design for multi-platform Android, iOS, and web, performed

## 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
- Accessibility design

## ACCOMPLISHMENTS

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

## TECHNICAL

- Figma
- Adobe CC
- Sketch
- Protopie
- Photoshop

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 2 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.

### **Sanju Bose Landscape Consultant, New Delhi – Visual Design Architect**

Sep 2016 – April 2019

- 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/Virtual reality) UX/UI Design Certification , Designerrs**

March 2023 – July 2023

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

September 2020 – January 2021

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

## **LANGUAGE**

- Hindi
- English

## **INTEREST**

- Badminton
- Trekking
- Augmented Reality

## **PROVEN EXPERTISE**

- Design Strategy
- User psychology
- Design roadmaps
- Business objectives
- Industry design trends
- Visual design principles
- Storyboards
- User journeys
- Stakeholder presentation
- PRD's Development
- Evaluating Success
- Usability Testing
- Design System