Chirag Badhal
Product designer

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Work Experience

Nykaa Fashion
Product Designer II • May 2024 - Present

- Currently re-imagining the homepage experience of Nykaa Fashion.
  Impact : Enhanced discovery of relevant categories and brands, ultimately guiding users to the right products.

- Leading the omnichannel vision, strategy, and onboarding of private labels on Nykaa Fashion.

ZEE5
Product Designer • Jan 2022 - March 2024

- Led design for ILT20 S2 key features: Live feed, analytics, play & win and reactions .
  Impact : Play and Win engagement increased by 572% which in turn improved the average concurrency by 35%.

- Led Acquisition charter and optimized user acquisition and onboarding journeys.

- Designed paywall for iOS platform.
  Impact : Increased premium subscription rate on the platform by 7%.

- Conceptualized and designed profiles feature for the OTT platform from ground zero.
  Impact : Substantial increase in user engagement, with personalized content recommendations.

- Collaborated closely with user researchers, ux writers, visual designers, product managers, business team and developers to deliver user-centric designs.

This is DMG
UI/UX Intern • Oct 2021 - Dec 2021

- Analyzed users and client requirements to identify ux opportunities and created effective solutions for Future fit.

- Was instrumental in conceptualizing and designing the official 3D website for the company.

Stylework
UI/UX Intern • Jun 2021 - Sep 2021

- Redesigned Space app to enhance overall user experience and brand consistency.

- Briefly worked on Corporate Admin Panel (CAP) dashboard and conducted a comprehensive design audit to improve functionality and usability of the product.

Education

VIT Universty, Vellore
2018 - 2022

B.Tech in Computer Science Engineering

Skills

Design

Information architecture, User research, Usability testing, Wireframes, Task flows, User flows, Design thinking Competitive analysis, Heuristic analysis, Design system, Visual design, Prototyping, Insight generation

Tools

Figma, Adobe XD, Adobe Creative Suite, Framer, Webflow, Rive, Zeplin, Protopie, Github, Terraform, AWS, Mixpanel, JIRA

Programming

HTML/CSS, JavaScript, Python, Dart