

Chirag Badhal

Product designer

<https://chiragbadhal.github.io/uxd> 

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Work Experience

ZEE5

Product Designer • Jan 2022 - Present

- Designed paywall for iOS platform.
Impact : Increased premium subscription rate on the platform by 7%.
- Improved ZEE5's user acquisition by optimizing and standardizing login journeys.
Impact : Improved login conversion rate by 23% and took login success rate to 97%.
- Conceptualized and designed profiles feature for the OTT platform from ground zero.
Impact : Substantial increase in user engagement, with personalized content recommendations.
- Designed and led implementation of live sports capability (ILT 20) on Zee5's PWA platform.
Impact : The sports page on ZEE5 during ILT20 got traffic of 11.54M users.
- Collaborated closely with user researchers, ux writers, visual designers, stakeholders, product managers, 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 devise effective solutions for Future fit.
- Led design sprints, crafted innovative concepts, and inculcated atomic design principles for streamlined updates aligned with client needs.

Stylework

UI/UX Intern • Jun 2021 - Sep 2021

- Redesigned Space app, focused on information architecture, ideations, wireframes, and visual design. Successfully shipped the redesign, to enhance user experience and brand consistency.
- Designed concepts and visual designs for Corporate Admin Panel (CAP) dashboard, conducted a comprehensive design audit to improve functionality and usability of the product.

Education

VIT University, 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, Visual design, Prototyping, Insight generation

Tools

Figma, Adobe XD, Adobe creative suite, Framer, Webflow, Rive, Zeplin, Github, Terraform, AWS

Programming

HTML/CSS, JavaScript, Python,