Hardik Chudasama

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UI UX Designer

I am a professional UI/UX designer with over 3 years of experience, specializing in SaaS applications. My expertise lies in creating data-driven, adaptable design systems for web and mobile platforms. My work focuses on crafting responsive, multi-screen user interfaces that enhance the user experience.

WORK EXPERIENCE

Techcronus Business Solutions Pvt Ltd · Ahmedabad, Gujarat, IND · 08/2024 - Present
Sr. UI/UX Designer · Full-time

- Led end-to-end design for 5 cross-platform products, implementing scalable **design systems**, responsive layouts, and **role-based dashboards**, resulting in a **35% boost in user engagement** and **25% reduction in design-to-dev handoff time**.
- Transformed complex user flows (e.g., medical form approval, chatbot automation, subscription purchases) into intuitive experiences through **user research, wireframing, and prototyping**, reducing error rates by **45%** and increasing conversion rates by **28%**.
- Collaborated with product managers and developers in Agile sprints to deliver **pixel-perfect UIs** and enhance usability across web and mobile apps, leading to a **60% increase in feature adoption**.
- Solved unique challenges such as anonymous peer-to-peer chat, multimedia post interactions, and AI lead automation by applying **interaction design principles** and **UX strategy**, helping clients launch innovative solutions that stood out in the market.

Headway Business Solution LLP · Ahmedabad, Gujarat, IND · 02/2024 - 08/2025
Sr. UI/UX Designer · Full-time

- Successfully completed the redesign of the homepage, incorporating both dark and light themes.
- Achieved a 20% reduction in user drop-off rates through improved navigation and interface clarity.
- Streamlined the design process, leading to a 15% increase in productivity and faster project turnaround.
- Improved overall user satisfaction scores by 25% through continuous iteration and enhancement of the design.

Devoq Design · Ahmedabad, Gujarat, IND · 04/2021 - 02/2024
Senior UI/UX Designer · Full-time

- Led the redesign of a major SaaS platform, resulting in a 25% increase in user engagement.
- Improved user satisfaction scores by 30% through targeted usability testing and iterative design.
- Developed wireframes, prototypes, and high-fidelity designs for diverse clients.
- Reduced design iteration time by 20% by implementing a new design system.

EDUCATION

Bachelor of Science in Chemistry
Somnath Science College • Kodinar • 04/2015 - 04/2018

PROJECTS

Chirpflow – AI-Powered Lead Engagement Platform
Techcronus Business Solution Pvt LTD
- **Challenge:** Needed a scalable UI for a feature-rich platform combining analytics, chatbot training, lead generation, live chat, and integrations.
- **Solution:** Created a **modular design system** and **dashboard UX** that clearly separated LEAP automation, lead tracking, and customer support channels.
- **Result:** Enhanced user productivity by **35%** (based on client-side session analytics); streamlined onboarding reduced customer support tickets by **20%**.

Delcath Web Portal – Medical Product Admin Dashboard
Techcronus Business Solution Pvt LTD
- **Challenge:** Complex workflows for different user roles (Radiologist, Admin, AR, User) and approval-based order system were causing confusion and operational delays.
- **Solution:** Implemented a clean **role-based UI with modular access control**, **form validation logic**, and **status-driven UI feedback**.
- **Result:** Reduced form submission errors by **45%**, improved admin approval turnaround by **30%**, and elevated system adoption rate among internal teams by **50%**.

Hear God – Music Streaming App
Techcronus Business Solution Pvt LTD
- **Challenge:** Client aimed to compete with top-tier music apps and demanded an experience on par with Apple Music — with in-app subscriptions.
- **Solution:** Delivered a **pixel-perfect, high-fidelity UI** mimicking Apple's clean aesthetic while integrating intuitive **subscription flows**, **playlist UX**, and visual storytelling.
- **Result:** Boosted trial-to-subscription conversion by **28%**; the app received design praise during beta release from over 1,000 early users.

Respondo – Social Media Mobile App
Techcronus Business Solution Pvt LTD
- **Challenge:** The client needed a unique engagement model combining post, video/audio replies, and reactions — without compromising performance and usability.
- **Solution:** Designed an intuitive **multi-modal interaction system** and **gesture-based UI** for content creation and responses.
- **Result:** Increased daily active users by **40% within the first month**; onboarding drop-off decreased by **20%** after iterative usability testing.

Meeting Point – Anonymous Chat Website
Techcronus Business Solution Pvt LTD
- **Challenge:** Users demanded **complete privacy** and seamless real-time communication in a browser-only environment.

- **Solution:** Designed a **peer-to-peer chat UI with zero third-party tracking**, **progressive Web App (PWA)** support, and a clean minimalist interface.
- **Result:** Client saw a **60% user retention rate** in the first 3 weeks and received positive user feedback for **trust and simplicity**.

Headway Business Solutions LLP Website Redesign · 02/2024 - Present
Headway Business Solutions LLP

- Overhauled the homepage design to include both dark and light themes, enhancing visual appeal and accessibility.
- Reduced user drop-off rates by 20% through improved navigation and interface clarity.
- Streamlined the design process, increasing team productivity by 15% and ensuring timely project delivery.
- Continuously iterated on the design based on usability testing and user feedback to maintain high standards of user experience.

My Bharatiya Zaveri Bazaar · 02/2024 - Present
Headway Business Solution LLP

- Led the design and development of the My BzB website and customer app, focusing on creating a seamless and engaging user experience.
- Designed key features for the customer app, including a comprehensive dashboard and notification system.
- Spearheaded the design and execution of the My BzB rider app, enhancing the interface to optimize functionality for delivery personnel.
- Led the design and development of the My BzB Super Admin interface, focusing on enhancing the user experience for administrators and optimizing interface functionality.
- Managed the design and rollout of the My BzB Seller Dashboard, crafted to provide sellers with a user-friendly platform for managing products and sales.

Knack Global Website · 04/2021 - 02/2024
Devoq Design

- Led the UI/UX design for Knack Global's website, focusing on creating an intuitive and user-friendly interface for medical billing solutions.
- Implemented responsive design principles, ensuring seamless user experience across devices.
- Conducted user research and usability testing, resulting in a 30% increase in user engagement and a 25% improvement in conversion rates.

Chirpflow – AI-Powered Lead Engagement Platform
Techcronus Business Solution Pvt LTD

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PUBLICATIONS

Dribbble
dribbble.com/hardikchudasma257

Behance
behance.net/hrikchma

SKILLS

Key Skills: Key Skills, Motion Graphics, Prototyping Design Systems, UI Design, Wireframing

Software Proficiency: Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Adobe XD, Figma, Marvel

Industry Knowledge: Interaction Design, Rapid Prototyping, User Experience Design, User Interface Design, Wireframing