

Chetan Thakur

Product designer (UI/UX)

Product designer with 2+ years of experience in visual design, adept at merging aesthetics with functionality for seamless user journeys. Skilled in user research, prototyping, usability testing, design systems, competitive analysis, heatmap analysis, A/B testing, and crafting solutions that drive growth. Passionate about end-to-end product design and solving real-world problems to enhance user decision-making.

WORK EXPERIENCE

Executive UX Designer / Adani Digital Labs (Trainman, 13M Install)

DEC 2024 PRESENT / Full-time, Gurgaon, IN

- **15%** increase in train ticket booking: enhanced booking flow UX, resulting in a notable rise in booking.
- **29%** reduction in booking failures: implemented design improvements, minimized errors, and reduced customer queries.
- Engineered and launched an innovative Trip Assurance Feature, offering flight upgrades to waitlisted train travelers. The feature resulted in a **40%** increase in customer satisfaction and a **25%** boost in cross-selling revenue.
- Crafted Seamless Free Cancellation Feature: Designed a user-friendly free cancellation feature, boosting revenue by **30%**.
- User research expertise Utilized research methodologies to ensure designs meet user needs effectively.
- Alternative Routes Feature: Leading development to enhance user engagement and increase bookings by **10%**.

UI/UX Designer / Freelance

FEB 2021 - OCT 2022 / remote

- I worked on a ride-hailing platform that provides transportation services through mobile applications.
- Evaluated branding and product details to create style guides.
- Applied UX heuristics and design principles to create intuitive, user-friendly interfaces that enhanced the overall user experience.

UI/UX Product Designer / Askdatez

Feb 2021 - Nov 2021 / Projects, remote

- I led the entire project as the sole product designer, from the initial idea to the completion.
- We used a thorough UX process: user research, competitive analysis, ideation, journey mapping, wireframing, prototyping, and heatmap analysis.
- Conducted user testing to validate designs.
- Worked closely with developers to ensure design accuracy and enhance user decision-making processes.
- Followed key UX principles: clear system status, real-world match, user control, consistency, error prevention, easy recall, and efficiency.

portfolio

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SKILLS

User research, wireframing, user interface design, prototyping, usability testing, information architecture, design systems, competitive analysis, heatmap analysis, A/B testing, creating user journeys, motion graphics, and visual design.

TOOLS

Figma, Adobe XD, Sketch, Protocie, Zeplin, HTML and CSS (basic), Adobe Photoshop, Adobe Illustrator, Adobe After Effects, and Azure.

ACHIEVEMENTS

- I wore different hats as a cofounder for my startup, from design, marketing, and building to checking the product's market fit.
- Developed a user-friendly free cancellation feature, boosting revenue by **30%**.
- Developed a design system in my present organization to fast-forward the overall release process.
- Revamped post-payment user flow led to a **15%** reduction in drop rates.
- Honed my skills in coordinating with developers and the marketing team for smooth feature launches.

PROVEN EXPERTISE

User-centered design, design thinking, design research, collaboration, usability testing, UX heuristics, Agile methodology, aligning business objectives, Data-driven design, communication, brand consistency, process improvement, feedback solicitation, visual storytelling, storyboarding, and stakeholder presentation.

EDUCATION

2017 - 2021 | BFA

APPLIED ART

Amity University Haryana