Harshit Chaudhari

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Aspiring PM, Currently a Product Designer

View Portfolio →

View Linkedin →

Skills

Product Design
Problem Solving
User Empathy
Communication
Strategy
Business Acumen
Data Analysis
Prioritization
Leadership

Tools

Figma
Asana
CleverTap
Postman
Hotjar
Notion
Zeplin
Adobe Creative Suite
Microsoft Office
Maxon Cinema4d

Interest

Technology
Startups
Trading
Hydroponics
Nootropics
Motorbikes
Swimming

Work Experience

Product Designer · 5paisa / July 21' - Present
Made stock trading and investment simple yet advanced FINTECH

- **Led & managed the mobile app redesign** to make it simpler, consistent, comprehensive & guiding. Intro'd new features to meet user needs and stand out from the competition.
- Achieved a **4.5% increase in DAU/MAU ratio** and a **21% boost in user engagement** following the partial rollout of the redesigned application.
- Established and continuously **improved design processes and pipelines**, streamlining the design-to-development cycle and **resulting in shorter timelines**.

UX / UI Design Intern · ProCreator / January 21' - May 21'
Streamlined construction procurement and supply chain financing MARKETPLACE

- **Created an IA, Simplified complex task flows, Designed wireframes** for construction procurement Saas product & Multilingual PMAY lottery white label solution.
- **Built an Atomic Design System**, Designed Icon Illustrations & User Interface screens for Mobile App and PWA. **Optimised entire workflow to increase team efficiency.**
- **Coordinated with developers** team for checking possibilities, explaining complex logics, 3rd party integrations, design hand-offs & internal product testing.

UI / UX Design Intern · RIKU: Futuristic Labs / April 21' - June 21'
Crafted an experience for simplified cooking, driving adoption FOODTECH

- **Designed questionnaires and conducted interviews** of the foreign target audience to understand **the user psychology.**
- Created a **brand new information architecture with the help of psychology** to convince the visitor and convert them into customers.
- Designed a visually appealing **user interface with excellent communication** that **converts into product purchases and sign-ups.**

Entrepreneurial Pursuits

- Ran various online ventures, including e-commerce, YouTube channels, a tech journalism media blog, drop-shipping, and freelance design work. Built and launched a D2C brand from scratch, achieving INR 11 lakh in revenue within a four month period.

Education

CAP Upraised · Product Management - Sept 22' Cohort
Smallcase PRD │ Product Observations

MIT Institute of Design, Pune · BDes - Communication Design / 2017-2021