Purvanshi Chavhan

UIUX DESIGNER

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SUMMARY

I recently completed my **MSc in HCIT**, focusing on deep research. With a background as a graphic designer with experience in brand and UI design, I'm eager to step into full-fledged UX design where I can ideate, implement and consolidate my skills in the areas of comprehensive research, Usability Testing and creating prototypes. **I have the right to work in the UK**.

EDUCATION

MSc in Human-Computer Interaction | University of York, UK | 2022- 2023
- **Modules:** Research Methods, User-Centered Design, Advanced Topics in Interactive Tech, Design & Research Practice
- Dissertation: Always on - Investigating how users create boundaries around their technology usage

Bachelor's in Fine Arts, Applied Arts | MIT ADT University, India | 2017- 2021
- **Modules:** Visualisation, Colour theory, Layout, Identity Design, Typography, Semiotics, Printing, Brand Design, HTML/CSS
- Specialisation in UI/UX

EXPERIENCE

Brand Designer | Cittaworld | Jul 2021 - Feb 2022 | Pune, India
- Boosted social media following by 20% within six months through the strategic design and implementation of engaging posts and campaigns
- Designed and delivered monthly ad campaign graphics and content, driving a 5% increase in conversion rates compared to previous periods
- Established and implemented a comprehensive review process and design system for brand guidelines across online platforms, enhancing communication clarity and ensuring cohesive and consistent brand representation
- Executed impactful print collaterals that boosted customer recall by 20% during marketing and promotional campaigns

Graphic & UI Designer | BrandsJar | Dec 2020 - Jun 2021 | Pune, India
- Collaborated with over 25 notable brands, including Segway and Skylo; delivered customized design solutions that met diverse client requirements, also refining workflows to enhance project delivery speed by up to 30%
- Spearheaded designed a pre-order UI page for Segway, driving a 30% increase in pre-order sales within the target market
- Elevated the design of landing pages, posters, banners, and social media posts in six languages across three platforms, successfully expanding brand reach and achieving key objectives for Skylo

Graphic Designer (Intern) | E-Sense Inc. | Jun 2019 - Jul 2019 | Pune, India
- Led the redesign of a cohesive brand identity, including logo, colour palette, and collateral, resulting in a 30% increase in brand recognition and supporting a successful market launch
- Designed the app icon and UI screens, seamlessly integrating visuals with the brand identity to deliver an intuitive and cohesive user experience

SKILLS

Research: Contextual Inquiry, User Survey and Interview, Qualitative Research (Thematic Analysis), Competitive Analysis, Affinity Mapping, User flows, Journey Mapping, Information Architecture, Scenario Design, Heuristic Evaluation, Wireframing, HTML & CSS, AI for Design
Design: Identity & Branding, Infographics, Layout Design, Presentation design, Design Thinking, Storyboards, Design system, Typography, UI design, Video editing, User-Centered Design, Prototyping, Mockups
Tools: Figma, Adobe creative suite (Adobe XD, Illustrator, Photoshop, Premiere Pro), Qualtrics, Notion, Miro, Balsamic