

UTKARSH CHATURVEDI

Product Designer

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(412) 909-6289

5 years of designing enterprise & consumer experiences at scales ranging from early-stage startups to Fortune 500s. Passionate about leveraging AI to augment human productivity & creativity.

EXPERIENCE

Skeema — Product Designer (Contract)

Oct 2022 – Present | Remote, USA

Leading zero-to-one design for an AI-powered productivity tool to manage work on browsers.

- Attained first 5K+ users & a 4.9 rating on the Chrome Store by designing MVP from ideation to launch. Collaborated with CEO, 2 software & machine learning engineers to ship, monitor and iteratively refine implementation.
- Prototyped product vision for investors, helping secure pre-seed funding by leading SV VC.
- Conducted 30+ user interviews, competitor analysis and co-facilitated workshops with investors to narrow down on value proposition, define vision and discover opportunities for AI.

Unacademy — Senior Product Designer

Aug 2021 – Aug 2022 | Bangalore, India

End-to-end design for **Graphy**, a B2B2C creator SaaS platform at \$3.5B Indian EdTech startup.

- Increased average monthly revenue for creators by 23% by introducing new monetization features including a membership experience, community chat, a mobile app builder & more.
- Drove engagement to 10K+ daily active users for Graphy Repo, a global database of 1M+ creators by leveraging A/B tests, data analysis and iterative design.
- Redesigned navigation & information architecture of the core dashboard experience, leading to improved discoverability of key features as measured by user-tests & metric analysis.
- Initiated, scaled & evangelized a design system with 200+ components. Mentored 3 junior designers with ideation, scoping, and design reviews across 5 projects.
- Partnered with product managers to identify opportunities & scope projects in a fast-paced startup environment. Collaborated with engineering and marketing teams for releases.

Contract — Product & Visual Designer

Dec 2020 – Present | USA, India

Partnered with startups & large tech companies, managing 6 projects from pitch to pixels.

- **Samsung:** Designed 12 UI animations for smartphones that convey complex processes through delightful visuals, released to millions of users.
- **Troutwood:** Conducted 40+ user interviews, prototyped and tested flows for an AI-powered financial planning app, delivering feature specs & a new product vision.
- **Meraki Labs:** Designed & delivered the website, brand experience and 3D illustrations for a venture fund, launching its presence as one of India's first startup studios.

Designit, A Wipro Company — UX Designer

Jun 2019 – Dec 2020 | Bangalore, India

Delivered enterprise solutions for global financial services and healthcare clients.

- Collaborated with UX research, eng & data science teams to design solutions for **National Stock Exchange** to run trades worth \$5-6B daily in a large digital transformation project.
- Boosted inventory management efficiency by 45% with new features and design improvements to **Cardinal Health's** Android and iOS app for pharmacies & hospitals.
- Contributed to the acquisition of 3 new projects by collaborating with Wipro's R&D teams to build voice-based interfaces for banking client pitches.

Quicksand Design — Designer, Grad Project

Mar 2018 – Mar 2019 | Goa, India

- At a games lab, designed a GPS-based storytelling app for Goa tourists, 10K+ downloads.

EDUCATION

Carnegie Mellon University

Master of Human-Computer Interaction

National Institute of Design - Ahmedabad

Bachelor of Design, Graphic Design

AWARDS

iF Design Award (Team project, Designit) ↗

IxDA Finalist (Team project, Designit) ↗

CII Award, Motion Design (Solo, Designit) ↗

PROJECTS

Fibi (CMU Capstone)

Envisioning an AI financial assistant to help users plan goals & track spending.

Grid

Dashboard-style about pages for creators to share their work & interests.

SKILLS & TOOLS

Design: Interaction Design, Rapid Prototyping, Visual Design, Design Systems, Product Strategy, Design for AI/Machine Learning, Storytelling

Research: User Interviews, User Metrics, Journey Mapping, Usability Testing, Competitive Analysis

Technical: Figma, Protopie, Webflow, Adobe Creative Suite, Lottie, Miro, Tableau, Cinema 4D, HTML, CSS