

Apurva Chinta

Product Designer with 2+ years of experience in building consumer facing and B2B SaaS products in fast-paced environments. Previously at Samsung Digital Health.

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Experience

Samsung Research America, Digital Health Lab Incubator

UX Designer (Contract) | Sept 2022 - Feb 2023

- Collaborating on [Samsung Health Stack](#), an open-source project that simplifies launching healthcare research studies using wearable devices in the **Android ecosystem**.
- **Prioritized features and plan the product roadmap** for the MVP phase 1 release, while collaborating with PMs and developers, as a team of 4 designers at the lab.
- Ownership on the **mobile app side** for phase 1, alongside another designer. Designed **6 key features in a fast-paced 3 week sprint**, in both dark and light mode **to increase user acquisition**. Expanded the **design system** and worked closely with the Korea engineering team to ensure scalability for future functionality.
- Conducted research for Role-Based Access Control on the web portal side, **mapping out user journey for different roles** which led to **setting revised rules** for data access permissions, while also **accounting for special cases** like orphan accounts.
- Identified an opportunity during my own onboarding and **established comprehensive documentation** on Confluence for the Design team **to facilitate easier integration and enhanced context for new designers**.

Dailyhunt

Product Designer | Oct 2020 - Aug 2021

- Generated **100M+ downloads in 6 months** launching [Josh](#) Short Video Entertainment and 50 M downloads for [JoshCAM](#), with cross-functional collaboration with engineers, data analysts, PMs, and content teams.
- Created the **Josh Design System** from scratch, delivering screens for **Android, iOS, and mobile web** in a fast-paced blitzscaling environment.
- Conducted user research, wire-framing, prototyping, and high fidelity mockups for **A/B tests to tests to revamp the [Dailyhunt app](#)** to align with product vision shift.
- Improved ad placement, font accessibility for 10+ local languages across multiple device sizes during the revamp, resulting in a **6.5%(18 million) increase in MAU** and a **61.5% increase in daily average time spent on the app**.
- Presented **qualitative and quantitative metrics** to balance business needs and get stakeholders on board.

Freelance

UX Designer | Jan 2020 - Aug 2021

- Consulted and provided visual design and web design services to early-stage startups, helping them launch minimum viable products (MVPs) for consumer-facing web and mobile interfaces.
- Worked with clients including Seristo, WedPrime, and [Dusminute](#) (new designs helped secure Series A 1.1M funding)

Divami Design Labs

UX Design Intern | July - Dec 2019

- Involved in end-to-end UX design process. Designed a **successful proof-of-concept (POC)** for [Zenoti Analytics](#) enterprise dashboard, and achieved a **60% reduction in clicks to get to the main booking page** for Golftripz.
- Made pitch presentations for two applications of Divami's that were **shortlisted in the top five under the 'Best Design Agency'** category for UX India Awards.
- Collaborated with developers in an **Agile environment**, dealing with technical constraints like Tableau for dashboards and SEO.

Education

Master's of Design in Human-Computer Interaction, 2021-2022

California College of the Arts

- Graduate Teaching Assistant for History of Interaction Design Class
- **Notable Projects-** Trauma Informed Design, Commune: combating extreme polarization

Bachelor of Technology in Electrical and Electronics Engineering (Honors), 2016-2020

Birla Institute of Technology and Science, Pilani

Achievements & Awards

UX Design Awards 2023, Winners

Our team was awarded as [Winners](#) for our product- Samsung Health Stack.

IxDA Conference Speaker 2023, Shortlisted

Shortlisted speakers for our work on [Trauma Informed Design](#)

Bestfolios 2022

[Featured](#) in best design portfolios

Adobe + Amazon Creative Jam 2022, Honorable Mention

Top 20, honorable mention out of 300+ participants for designing to help connect high school students to community service opportunities.

Skills

Formative: User Interviews, Secondary Research, Competitive Analysis

Generative: Interaction Design, Systems Thinking, Storyboarding, Affinity mapping, Prototyping, Product Strategy, User Flows, Information Architecture, UI Design

Summative: Heuristic Analysis, Usability Testing, A/B Testing

Tools: Figma, Miro, Adobe XD, InVision, Adobe Creative Suite, Sketch, HTML/CSS, Jira, Confluence, Midjourney, ChatGPT