

Apurva Chinta

Product Designer with 2+ years of experience designing successful consumer applications and B2B products in various environments. Previously at Samsung Research America.

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Visa Status: US Citizen

Experience

Astra UX (Client - Numerize.ai)

UX Designer (Part-time) | Sept 2023 - Present

- Enhancing [Numerize.ai](#)'s brand & app experience to improve user trust in its AI-generated accounting system for restaurant owners, with the aim of increasing platform retention.

Samsung Research America, Digital Health Lab Incubator

UX Designer (Contract) | Sept 2022 - Feb 2023

- As a team of 4 designers at the lab, contributed to [Samsung Health Stack](#), an open-source Android project that provides end-end solutions for launching healthcare research studies using wearables. It includes the App SDK, Web Portal and API endpoints.
- Responsible for designing 6 key features of the Mobile App SDK in an agile environment.
- Conducted user research, user journey mapping for different user types which led to reshaping data permissions, accounting for special cases like orphan accounts, and culminating to improve Role-Based Access Control on the clinician facing web portal.
- Collaborated with cross-functional partners and stakeholders to help prioritize features and craft the product roadmap for the MVP release based on customer feedback.
- Expanded the design system components on Figma, created documentation and worked closely with the engineering team in Korea, ensuring scalability for future functionality.

Dailyhunt (VerSe Innovation)

Product Designer | Oct 2020 - Aug 2021

- Successfully launched two new consumer products: [Josh Short Video Entertainment](#), which accumulated 100M+ downloads within 6 months, invested in by Google and Microsoft, and [JoshCAM](#) Video Editor, a partner application for content creators.
- Collaborated with engineers, data analysts, PMs, and content teams, in a fast-paced blitzscaling environment to create the Josh Design System from scratch, designing and shipping out screens on Figma for Android, iOS, and mobile web.
- Carried out user research, wire-framing, prototyping, and high fidelity mockups for A/B tests in an effort to revamp the [Dailyhunt app](#) news app to align with product vision shift.
- Optimized Ad placement and improved accessibility for 10+ local languages across multiple device sizes, resulting in a 6.5% (18 million) increase in monthly active users and increase in daily average time spent on the app - from 5 mins to 13 mins.
- Presented qualitative and quantitative metrics to balance business needs and successfully got stakeholders on board.

Freelance

UX Designer | Jan 2020 - Oct 2020

- Consulted and provided visual, web and mobile design services to 4 early-stage startups, helping them launch minimum viable products (MVPs) for consumer-facing web and mobile interfaces.
- Worked with clients including Seristo, [Samaro.ai](#), 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 and worked on variety of domains- SaaS, Telecom and Consumer experiences.
- 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.
- Collaborated with developers in an agile environment, dealing with technical constraints like Tableau for dashboards and SEO.

Education

Master of Design, Interaction Design, 2021-2022

[California College of the Arts](#), San Francisco

- Graduate Teaching Assistant for History of Interaction Design course.

Bachelor of Technology, Electrical and Electronics Engineering, 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.

Studio Forward + Google

One of 4 students selected out of 60 from the M.Des cohort to be a part of this Google sponsored course. Designed a speculative exhibit, collaborating with DMBA students.

Skills

Formative: User Interviews, Secondary Research, Competitive Analysis, User Stories

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, QA

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