

Apurva Chinta

Product Designer with 2+ years of experience designing successful Consumer facing Apps and B2B SaaS products in various environments - from large scale companies to early stage startups.

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Visa Status: US Citizen

Experience

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 the [Samsung Health Stack](#), an **open-source project** that provides end-end solutions for launching healthcare research studies using wearables in the **Android ecosystem**. Its includes the **App SDK, Web Portal and API endpoints**.
- Responsible for the design aspects of the Mobile App SDK. Designed **6 key features in a fast-paced agile environment**.
- Worked on the web portal to introduce Role-Based Access Control. Conducted **user research, mapped out user journey for different personas** which led to **reshaping data permissions, accounting for special cases** like orphan accounts.
- **Expanded the design system** components and worked closely with the Korea engineering team. Ensured scalability for future functionality in an agile environment.
- Took the initiative to **create comprehensive documentation** for the Design team on Confluence to **facilitate easier integration and on-boarding of new design team members**.
- Collaborated with cross-functional partners to **help prioritize features and craft the product roadmap for the MVP release**.

Dailyhunt (VerSe Innovation)

Product Designer | Oct 2020 - Aug 2021

- Successfully launched two popular consumer applications: [Josh Short Video Entertainment app](#) which amassed 100M+ consumer downloads within first 6 months, and [JoshCAM](#) Video Editor as a partner application for content creators.
- Collaborated with engineers, data analysts, PMs, and content teams, in a fast-paced blitzscaling environment. Created the Josh **Design System** from scratch, delivering screens for **Android, iOS, and mobile web**.
- Also worked on [Dailyhunt app](#) news app. Conducted user research, wire-framing, prototyping, and high fidelity mockups for **A/B tests in an effort to revamp the app to align with product vision shift**.
- Optimized Ad placement and improved font **accessibility for 10+ local languages** across multiple device sizes during the revamp, resulting in a **6.5% (18 million)** increase in monthly active users 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 - Oct 2020

- Consulted and provided visual, web and mobile 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, [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 with multiple clients. Designed a **successful proof-of-concept (POC)** for [Zenoti Analytics](#) enterprise dashboard. For Golftripz, achieved a **60% reduction in clicks to get to the main booking page**.
- 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 of Design, Interaction Design, 2021-2022

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

- Graduate Teaching Assistant for History of Interaction Design class

Bachelor of Technology, Electrical and Electronics Engineering, 2016-2020

[Birla Institute of Technology and Science](#), Pilani

- Activities include: Member of Fine Arts club, Digital Art club, Design Mentor for BITSMUN

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, 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