

# APURVA CHINTA

Product Designer

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Portfolio: [apurva.chinta.com](http://apurva.chinta.com)

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## EDUCATION

### M.Des Interaction Design

2021-2022

California College of the Arts,  
San Francisco

### B.Tech Electrical and Electronics Engineering (Hons.)

2016-2020

Birla Institute of Technology and Science,  
Pilani

## SKILLS

UX Design, Interaction Design,  
User Research- User Interviews, Personas ,  
Affinity Mapping, Journey Mapping, Heuristic  
Evaluation, Competitive Analysis, Information  
Architecture, Wireframing, User Flows,  
Mockups, Documentation, Prototyping,  
Visual Design

Creative Problem Solving, Team  
collaboration, Cross-functional collaboration

## SOFTWARE

Figma, Adobe XD, Balsamiq, InVision,  
Adobe Photoshop, Adobe Illustrator,  
Processing  
Adobe AfterEffects, Sketch, HTML/CSS,  
Arduino,

## LEADERSHIP

### BITSMUN

*Design Mentor*

Formed from scratch and led a team 10 of  
designers to make suitable posters and  
brochures for the college Model United  
Nations (the largest in south India) with a  
footfall of 1000+ students.

Created T-shirt designs that contributed to a  
12% increase in profit compared to the  
previous year.

## EXPERIENCE

### Graduate Teaching Assistant

California College of the Arts | Jan 2022 - May 2022

Teaching Assistant for **History of Interaction Design** class

Facilitated discussions and brainstorming sessions among students and planned  
logistics of weekly class. Reviewed assignments and tracked the students' progress

### Product Designer

Dailyhunt | October 2020 - August 2021

Improved the accessibility and news reading experience for 283 million MAU in their  
local Indian language, keeping in mind Dailyhunt's business goals

One of the 5 founding designers for Josh app that grew to 50M+ downloads in 6  
months, bringing short video entertainment to local indians. Invested in by Google and  
Microsoft.

### UX Design Intern

Divami Design Labs | July 2019 - December 2019

Worked with 4 clients over the course of 6 months to improve their web and mobile  
interfaces. Conducted user research and delivered sitemaps, wireframes,  
prototypes while coordinating with clients at every step.

Made the pitch presentations for 2 applications of Divami's that were shortlisted in the  
top 5 under the 'Best Design Agency' category for UX India Awards

Dealt with technical requirements like Tableau and SEO while collaborating  
with developers in an Agile environment and understanding the evolution of my  
designs.

### Visual Design Intern

VoyceFirst | May 2018 - July 2018

Designed visual cards for voice controlled Amazon Alexa skills on KidZone,  
a company product aimed at teaching children basics like colors, counting, physics.  
Applied voice UI.

Published 13 skills on the Amazon store for Amazon EchoShow.

Worked closely with company's CEO and Design Lead while coordinating tasks with  
the developers, handling multiple projects at once.

### Design Intern

Market Litmus | May 2017 - October 2017

Played a key role in company's website launch. Designed the company's industry logos  
and landing page for their website. Resulted in 5 clients in the first 2 months of  
launch.