

Apurva Chinta

Product Designer

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EXPERIENCE

Samsung Research America | UX Designer (Contract)

Sept 2022 - Feb 2023

- As a part of the [Digital Health Lab](#), building [Samsung Health Stack](#), an open-source project that consists of a [3 part ecosystem](#)- App SDK, Research Portal and Backend-facilitating the creation and analysis of medical biomarker research studies.
- Strategized features for the SDK Beta 1.0 MVP with the help of PMs, devs and stakeholders and created flows for hand-off in a sprint-based environment.
- Led secondary and primary user research for the Role-Based Access Control feature on the Research Portal.
- Established and created the Design team onboarding documentation on Confluence.

Dailyhunt | Product Designer

Oct 2020 - Aug 2021

- Launched two products - [Josh](#) Short video entertainment (100M+ downloads in 6 months. Invested in by Google and Microsoft) and [JoshCAM](#) on App Store and Google Play, while cross-collaborating with engineers, PMs & content.
- Improved accessibility and news reading experience on the [Dailyhunt app](#) leading to a 6.5% (18 million) increase in MAU and 61.5% increase in the daily average time spent on the app.
- User research, rapid wire-framing, prototyping, high fidelity mockups to launch various A/B tests across the platform while revamping Dailyhunt's product vision.
- Presented qualitative and quantitative metrics to balance business needs and get stakeholders on board.
- Created the Josh Design System from scratch, shipped out screens for Android, iOS and mobile Web in a fast paced environment.

Freelance | UX Designer

Jan 2020 - Aug 2021

- Consulted and provided visual design, web design services for a myriad of early-stage startups.
- Helped push out MVP versions for consumer facing web and mobile interfaces. Clients include Seristo, DusMinute and WedPrime.

Divami Design Labs | UX Design Intern

July - Dec 2019

- Designed a successful POC for [Zenoti](#). Achieved a 60% reduction in clicks to get to the main Booking page for Golftripz.
- Made 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 constraints like Tableau for dashboards and SEO while collaborating with developers in an Agile environment.

EDUCATION

Master's of Design in Human-Computer Interaction

California College of the Arts

Bachelor of Technology in Electrical and Electronics Engineering (Honors)

Birla Institute of Technology and Science, Pilani

AWARDS

UX Design Awards 2023

[Winners](#) of the UX Design Awards 2023 for our team's product- Samsung Health Stack.

Adobe + Amazon Creative Jam

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

SKILLS

Interaction Design, UI Design, Systems Thinking, Prototyping, Voice Interface Design, Product Strategy

Research Usability Testing, User Interviews, Secondary Research, User Scenario Mapping, Heuristic Analysis

SOFTWARE

Figma, Miro, Adobe XD, Balsamiq, InVision, Adobe Creative Suite, Sketch, HTML/CSS, Arduino, Processing, Jira, Confluence