

# Apurva Chinta

Product Designer

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## EXPERIENCE

### California College of the Arts

Graduate Teaching Assistant | Jan - May 2022

- Teaching Assistant for History of Interaction Design class.
- Facilitated discussions/brainstorming sessions among students and planned the logistics of weekly class.

### 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](#), 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 wireframing, 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

- Worked on variety of domains from SaaS to Telecom to Consumer experiences. Conducted user research and delivered sitemaps, wireframes, prototypes, while coordinating with stakeholders.
- 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

### California College of the Arts, San Francisco

Master of Design in Human-Computer Interaction | 2021 - 2022

### Birla Institute of Technology and Science, Pilani

Bachelor of Technology in Electrical and Electronics Engineering (Honors)

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## ACHIEVEMENTS

### Studio Forward + Google

One of 4 students selected out of 60 from the cohort; Interdisciplinary course sponsored by Google; Collaborated with designers across Illustration to Design MBA.

Exhibition design and explored the future of belonging through different methods of creation and speculation frameworks.

### Adobe + Amazon Creative Jam

Top 20 out of 340+ teams, honorable mention in a two week design challenge - to help connect highschool students to community service opportunities.

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## SKILLS

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

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

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## SOFTWARE

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