

Abhijit Chirde

Digital Product Designer

+91 9021508856
chirde.abhi@gmail.com
<https://abhijitchirde.com>

8 years of experience in designing product and interfaces for startups as well as enterprise product teams, having background in Interaction Design, Visual Communications, and Electronics Engineering

EXPERIENCE

UX Designer, Foolproof (Aug 2022 - Present)

- Currently design and research for experience optimization at Sky UK
- Planning and research for Foolproof's study on Indian rural education
- Product design support for multiple teams at NatWest, HubOfHope, GenIM etc.

UX Designer, Auriga (Oct 2020 - Dec 2021)

- Led product design for the first version of Tata Nexarc Earlypay, product achieved business worth ₹10,000 Crore to date
- Led product design for multiple enterprise tools at Yes Bank
- Led design for faceEsign's SaaS product for digital document signing and data security
- Design of multiple product experiences with businesses like Mindhouse, SaveIn, Chemer, Caterhero, Amnic, etc.

Independent UX Designer (Dec 2017 - Sep 2020)

Collaborated with various startups on web and mobile product designs, leading to key project engagements

- **RobbieAI:** Led product design of customer satisfaction and performance dashboards, for EU and US-based hospitality and retail business clients
- **Adapty:** Led mobile product design for an investment marketplace at 5nance FITSIP
- **Novel Engineering:** Provided support for website rebuilding, redefining of digital office operations and transformation

Product Designer, Facebook (Oct 2016 - Jul 2017)

- Research on networking infrastructure, addressing, mapping and communication challenges in emerging worlds
- Design and technology experimentation on proprietary bluetooth networking capabilities for messaging and crisis response
- Product experimentation with last mile delivery and public transport infrastructure using innovative mapping technologies

Design Research Intern, IDC IIT Bombay (May 2015 - Jul 2015)

- Contributed to the Devanagari Typography Project at Visual Design Department, research and documenting traditional Indian hand-painted signage systems

Programmer Analyst, Cognizant (Feb 2013 - Nov 2013)

- Designed, documented use cases and scenarios for usability analysis and testing of banking products at JPMC, as my first encounter with the field of user experience design

EDUCATION

- **M.Des.** (Interaction Design, Visual Communications)
IIITDM Jabalpur (2014-2016)
- **B.E.** (Electronics and Telecommunications)
Pune University (2008-2012)

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PRODUCT DESIGN SKILLS

UX Research, Competitors analysis, User journeys, Storyboarding, Information Architecture, Wireframing, Interaction Design, Visual Design, Prototyping, Motion Design, Design Systems, Workshop facilitation, Establishing requirements, Stakeholders management, Project scoping

DESIGN AND PROTOTYPING TOOLS

Proficient in utilizing multiple design and prototyping tools

Figma

Sketch

Adobe XD

Photoshop

Illustrator

After Effects

Invision

Framer

DEVELOPMENT

Love to learn and tinker web development technologies to build rapid prototypes and practical tools

HTML

CSS

JavaScript

React

NextJS

Chakra UI

Webflow

OTHER ACTIVITIES

- **Atal Innovation Mission** (2018 - 2019)
Mentor for Schools
 - **CLS Engagement App Challenge** (London, 2018)
Global Hackathon finalists (2nd place)
 - **IXDA Mumbai Chapter** (2017)
Local leader
 - **TEDx IIITDM Jabalpur** (2016 - 2017)
Organizer and Curator
 - **MIT Media Lab, Design Innovation India Workshop** (2011)
Participant
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LANGUAGES

English, Marathi, Hindi
