



Vaibhavi Chinchur,

Sr. Product/UIUX designer

vaibhavichinchur@gmail.com

+91 797 2422 533

Pune, Maharashtra, India



Available

Dynamic **Senior Product UX/UI Designer** with **6+ years of experience** leading **digital transformation initiatives** and cross-functional teams to deliver impactful, user-centered products. Adept at crafting **data-driven design strategies** that deliver business value, achieving a **15%+ increase in user satisfaction** and substantial growth in conversion rates. **Expert in building and scaling design systems, driving product strategy, and collaborating with stakeholders to align design solutions with business objectives.** I am seeking a role to leverage my skills in design leadership, product strategy, and innovation to elevate user experiences and drive business success.

Experience

Manager - Digital Experience | May 2024 - Present

Led cross-functional teams to deliver digital transformation projects, driving a **growth in user engagement and boosting conversion rates**. Defined strategic product roadmaps and optimized user journeys, resulting in a **15%+ increase in customer satisfaction and a 12% improvement in task completion rates**. **Spearheaded the development of a scalable design system, reducing design-developer handover time by 35%**. Collaborated with stakeholders to align product design with business goals, ensuring ROI-driven decisions. These strategic UX enhancements significantly improved business outcomes and user experiences.

Senior Executive UI/UX Designer | May 2022 - Apr 2024

Drove **profit growth through user-centered design strategies**. Took ownership of the design system, **establishing new standards** to enhance consistency and efficiency. Additionally, I led a **high-performing team**, prioritizing their well-being and fostering their professional development to ensure continued success.

Executive UI/UX Designer | Jan 2021 - Apr 2022

I established a **systematic design system** and **revamped the website** to enhance user engagement while conducting UX research to align with user expectations. By leveraging **analytics and participatory design**, I implemented **iterative improvements** that streamlined workflows. This approach not only delivered **significant business impact** but also garnered **positive feedback from stakeholders**.

Web Designer and Developer | Jun 2018 - Dec 2020

Designed web pages that effectively met both **business and user goals**, primarily using **Adobe Creative Suite and Figma for client projects**. In developing front-end web pages with **HTML5, CSS3, JavaScript, and CMS**, I prioritized **responsive design and optimized load times**. These efforts significantly **enhanced the overall user experience**, ensuring **seamless interactions across devices**.

Education & Certification

The Interaction Design Foundation 2020 - Present

Relevant Coursework : [Design Thinking](#), [User Experience](#), [UI Design Patterns](#), [Mobile UX Design](#), [HCI](#), [Gestalt Psychology](#) and [Web Design](#), [UX Management](#), [UX Research Methods](#)

Product Psychology Masterclass 2023

BE Electronics & Telecommunications 2013 - 2017

Savitribai Phule Pune University

Awards & Achievements

 **Special Marketing Recognition Award** May 2022

Recognized for designing and implementing **digital strategies** that improved **conversion rates**.

Issued by **VP Global Marketing and Business Development**

 **Special Team Award** May 2022

Awarded for **outstanding leadership** in cross-functional projects that led to **improved team productivity**.

Issued by **VP Global Marketing and Business Development**

 **High Five (Badge)** Aug 2021

Issued by Vijay Gupta (**Director – Global Human Resources – Strategy & Operations at Rahi Systems**)

 **Demonstrating Initiative (Badge)** July 2021

Issued by Hemantha Subbanna (**Director of Cloud Services at Rahi Systems**)

Skills & Toolset

Leadership & Management

Cross-functional Team Leadership

Strategic Product Design

Agile

Stakeholder Management

Product Roadmaps

Mentorship

Business-Driven UX

Product Design & UX Strategy

User Research & Testing

Design System Creation

UX Analytics

Data-Driven Design

UCD

Interaction Design

Design Thinking

Wireframing

Prototyping

Information Architecture

Business Impact & Performance

Conversion Optimization

User Engagement

Task Completion Rates

Retention Improvement

Business KPI Growth

Technical Expertise

HTML

CSS

JavaScript

Load Time Improvement

Magento

Responsive Design

Wordpress

Tools

