



Hozefa Kanchwala

Experience Design Strategist, Product Design and Management,
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Work experience

Mydoor Keeper

March 2025 - Present (6 Months)

Cofounder, Head Product and Engineering

- Build an MVP for the societies in Srilanka to solve te problem of **notification and communication** between society and resident around **Bills, Complains and Visitor**
- **Onboarded 5 Condos in Columbo** (around 25 apartments each) with around 400 daily active users on our resident app.
- Launch a MVP for providing **Expert Professional Services** to resident around repair and maintenance work of their homes on Whatsapp and Hubspot.
- Achieved a growth of 150 tickets per month on the Expert professional Service Platform.
- Build a team of **3 people for Design and Development** of the products and operations.

HUB, Gurgaon, India

Sep 2023 - March 2025 (1 Year 7 Months)

Lead UX Designer and Design Manager

- **Optimized design processes** for the Product team, reducing requirement gathering and documentation time while boosting productivity at HUB. This positioned design earlier in the product development lifecycle and **enabled a high-performing team**.
- Built a **Design System** to enhance **re-usability** and consistency across HUB products, **cutting client demo time by 50%** for Product Managers.
- Led a design team of three (Product Design & Research) at HUB.
- Collaborated with PMs and POs to create product demos and craft executive tools for asset managers, optimizing their operations.
- Defined product roadmaps through **design thinking workshops and user research**, aligning with Product managers, Product Owner and Engineering lead.

Drip Capital, Mumbai, India

Jan 2022 - Aug 2023 (1 Year 7 months)

Product Design Lead

- **Building Trade360** - Portal to engage non finance customers. 300+ users in the first month of launch registered through simplified onboarding.
- **Increased portal adoption by 70%** by launching simplified add invoice features for US finance customers.
- Building and maintaining DC Design System for design consistency across product and platform.
- Building and managing design team of 4 people (Product design and User research) at Drip capital.
- Engage with Product directors and Tech leads **through design thinking workshops to define strategies** and roadmap for product growth and new product features.

Cognizant Technolgy Solutions

Oct 2013 - Jan 2022 (8 years 6 months)

Manager UX consultant, Edinburgh, United Kingdom

July 2021 - Jan 2022 (7 months)

- Revamped Royal London's main website as the Experience Design Lead, resulting in a 40% reduction in drop-offs from the home page and improved user acquisition.
- Lead a team of 3 Designer (2 Product Designer and 1 UX Writer) for Royal London Digital Marketing.

Senior UX consultant, Edinburgh, United Kingdom

Aug 2017 - July 2021 (3 years 11 months)

- As a Service Designer, Worked on Designing the Customer Journey Map through for the Pension Product Experience and define opportunities to work on.
- Designed a Digital Onboarding system resulting in reduction of approximately 30% in turnaround time (TAT) for the operation team when processing pension applications.

UX consultant, Hyderabad, India

Oct 2013 - Aug 2017 (3 years 11 months)

- Worked as Interaction Designer and UX Auditor for various client to improve their Customer and Employees Overall experience of using their Systems.
- Clients worked with AMEX, Siemens, Google, Microsoft and Jack in the Box

11 Years of total
experienc in deisgn

5 Years in leading
design teams

Bachelor in Design

IIT Guwahati

Publication

Hozefa Kanchwala, Rahul Gautam, SougataKarmakar "Readability enhancement - Calculating Mental workload And time taken with varying paragraph size and number of columns during onscreen reading in the proceedings of 6th international conference on typography, Typography day 2013, IIT Guwahati, Guwahati, Assam

Skills

- Product Management
- Design Mentoring
- Design Thinking Workshops
- Value Proposition Prioritization
- Product Analytics
- User Research
- Affinity/Empathy Mapping
- Story Boarding
- Rapid Prototyping
- Usability Testing

Other side

- Husband and a proud father
- Cricket enthusiast
- Theatre actor
- Reading

Portfolio

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