



SAMRUDDHI CHAVAN

PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

Product Designer with 4+ years of experience designing web and mobile products across fintech, gaming, enterprise, wellness, and SaaS. Experienced in leading products from discovery through delivery using UX strategy, user research, interaction design, high-fidelity UI, design systems, and cross-functional collaboration. Passionate about simplifying complex workflows, dashboards, and data-heavy products into intuitive digital experiences.

SELECTED CLIENTS

PokerBaazi • Edelweiss • Centrum • Axis Direct • Reliance Smart Money • Reaviva Holistic Wellness

CORE EXPERTISE

- Product Discovery • UX Strategy • User Research • Information Architecture • User Flows • Journey Mapping • Wireframing • Prototyping • Interaction Design • High-Fidelity UI • Dashboard Design • Design Systems • Responsive Design • Data Visualization • Accessibility • UX Writing • UX Audit • Cross-functional Collaboration • Stakeholder Management • Developer Handoff • AI-assisted Design • WCAG • Visual Design

EXPERIENCE

UX HEAD

Evolute Global, Mumbai | Mar 2023 - Present

- Owned end-to-end product design from discovery through final UI for fintech, gaming, and lifestyle clients including PokerBaazi, Edelweiss, and Centrum, shipping across apps, dashboards, and web.
- Led the redesign of PokerBaazi's mobile app, web platform, and four core dashboards, simplifying complex transactional workflows and improving dashboard engagement by 42%.
- Conducted UX audits, stakeholder workshops, user research, and discovery sessions to translate ambiguous business requirements into actionable product solutions.
- Led cross-functional collaboration across design, development, and content teams, ensuring seamless delivery from discovery through launch.
- Established reusable design patterns and dashboard standards for data-heavy products, improving design consistency and reducing project rework.

UX/UI DESIGNER

House Of Gaming, Mumbai | Jun 2022 - Mar 2023

- Designed 100+ mobile and web screens for a social platform built for gamers, spanning onboarding, community, and content discovery.
- Owned the UX/UI process end-to-end: research, IA, wireframes, prototyping, and final UI for Art NFT, Game NFT, and community platform products.
- Defined user journeys and core flows with product and engineering, aligning three parallel workstreams around a single design direction.
- Managed multiple product initiatives simultaneously while maintaining design quality and meeting project timelines.

UX/UI DESIGNER + GRAPHIC DESIGNER

Resonate Learning, Gujrat - Remote | Jan 2022 - Apr 2022

- Designed a gamified learning platform and parent dashboard focused on usability and engagement.
- Conducted usability testing and translated user insights into product improvements.
- Designed gamified interfaces and reusable UI components to create a consistent learning experience.
- Simplified complex learning data into intuitive visualizations for parents and educators.

SALES ASSOCIATE

Decathlon Sports India, Mumbai | Jul 2019 - Sep 2021

- Translated customer needs into product recommendations across B2B and B2C retail. early, hands-on training in reading user needs that now underpins a user-first design practice.

SELECTED PRODUCT EXPERIENCE

POKERBAAZI

Gaming • Mobile • Dashboard

Led the end-to-end UX/UI for the mobile app, web platform, and four business-critical dashboards, simplifying complex player journeys and data-heavy workflows.

EDELWEISS

Fintech • Enterprise • Dashboard

Designed website and dashboard experiences and enterprise workflows for a asset reconstruction services platform, simplifying complex data into intuitive, decision-focused interfaces for business users.

RECOVER DISCOVER LMS

EdTech • SaaS • AI

Designed a learning platform featuring AI course creation, personalized learning journeys, learner dashboards, and progress tracking across web and mobile.

REAVIVA HOLISTIC WELLNESS

Health • Wellness

Designed a wellness platform focused on trust, accessibility, appointments, and personalized user experiences to improve engagement and ease of use.

GAMEGODS

Gaming • Community Platform

Designed a wellness platform focused on trust, accessibility, appointments, and personalized user experiences to improve engagement and ease of use.

ADDITIONAL SKILLS

Also brings branding and social/email design experience in support of core product work.

TOOLS

Figma • FigJam • Framer • Adobe XD • Autodesk Sketchbook • Illustrator • Jitter • ChatGPT • Claude • Gemini

EDUCATION

DIPLOMA IN UX/UI DESIGN

EDIT Institute, Mumbai | Jul 2021 - Nov 2021

BACHELOR OF ARTS

Sophia College for Women, Mumbai | Jun 2018 - Apr 2021