

CHETNA BAWA

Senior Product Designer • AI Product Strategist

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SUMMARY

Designer with 13+ years turning research into measurable outcomes for global brands including ABB, RSM, Unilever, and Intuit, with work that helped secure a Series A raise and win a Cannes Lions Health award. Brings AI-augmented workflows to recent product design engagements, translating ambiguous, cross-functional problems into shippable design system.

EXPERIENCE

Senior Lead Experience Designer — WongDoody

Apr 2025 – Jun 2026

- **Reduced design-to-dev handoff time 40%** and visual inconsistency ("visual debt") 85% by leading a design system refresh for ABB across 20+ business units.
- Shaped RSM's AI product strategy by conducting end-to-end audit-workflow research and stakeholder interviews, surfacing the highest-impact opportunities for AI integration.

Product Designer — Non Zero

Sep 2024 – Mar 2025

- Took Winterberry Early Learning, an early-childhood preschool program, from concept to launch — leading brand strategy, identity, visual system, and website design end-to-end.

Independent Design Consultant — Freelance

2019 – 2024

- **YAAANA** (Aug 2023 – Feb 2024) — Designed a language-learning app end-to-end, from concept through UI, to strengthen community ties among Yiddish speakers for the Yiddish Arts and Academics Association of North America.
- **Artifact** — Designed a gamified campaign experience, turning brand storytelling into an interactive, game-based format.

UI/UX Designer — GreyOrange

Oct 2018 – Aug 2019

- **Improved warehouse throughput 15%** by redesigning the manager dashboard and exception-notification system in partnership with product and engineering, at a Series D robotics firm with \$410M in funding.
- Raised the Butler Operating System's usability score (SUS) by 25 points through refined visual hierarchy and interaction patterns across the platform.

Product Designer — Design For Use

Aug 2017 – Mar 2018

- **Cut customer acquisition cycle time 32%** by redesigning the partner portal for OneShield, a cloud-based SaaS platform for P&C insurers.
- Helped secure a \$5.47M Series A raise for Toffee, a digital insurance provider, by shaping investor pitch and go-to-market design strategy alongside C-suite leadership.

Senior Art Director (Brand & Editorial Design) — ITSA Brand Innovations

Feb 2016 – Jul 2017

- Grew global readership 25% to 15K readers directing a 3-person design team on HCL Technologies' Straight Talk Magazine; grew Intuit's social following 17% across platforms through social media design strategy.

Senior Visualiser (Art Direction, Campaign Design) — Ogilvy & Mather

Sep 2014 – Dec 2015

- Won a Silver Lion at Cannes Lions Health leading campaign design for the Ministry of Health and Family Welfare's "Giant Footprints" filaria-eradication campaign; drove 9% YoY revenue growth for Unilever's Comfort fabric-softener brand; helped win 8 new clients and 20% revenue growth leading cross-functional design of the Ogilvy Brand Book.

Junior Art Director — Wunderman Thompson (JWT)

Jul 2011 – Apr 2014

- Boosted Pepsi's quarterly revenue 45% through a 360° Indian Premier League campaign that won multiple industry awards.

EDUCATION

Master's in Human-Computer Interaction Design — California College of the Arts, San Francisco, CA

2021 – 2022

Bachelor of Fine Arts, Applied Arts — College of Art, New Delhi

2007 – 2011

SKILLS

Research & Strategy: Qualitative Interviews, Secondary & Validation Research, Persona Building, User Scenario Mapping, Business Strategy, Systems Thinking, Affinity Mapping

Design & Prototyping: Interaction Design, Information Architecture, Design Systems, Wireframing, Prototyping, Usability Testing, User Flows, Ideation, Data Visualization

AI-Augmented Design: Uses Claude across the design workflow to accelerate research synthesis and concept generation, and Claude Code to build interactive, functional prototypes beyond static mockups — shortening design-to-dev handoff

Tools: Figma, Sketch, Marvel, Axure, Principle, Adobe Photoshop, Illustrator, InDesign, Claude Code

Languages: English, Hindi, Punjabi (fluent)

AWARDS

- Cannes Lions Health — Silver, Lions Health ("Giant Footprints"), 2015
- Pepsi Uncrushable Cans campaign — **ABBY Awards:** Silver, Promo & Activation and Direct Response Digital, 2015; **Clio Sports:** Silver, Design, 2014