



SAMRUDDHI CHAVAN

SR. PRODUCT DESIGNER + CREATIVE THINKER

I design products end to end, moving comfortably between UX thinking and UI craft. Outside product work, I explore branding, storytelling, motion, and social design to keep my creativity wide and active.

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EXPERIENCE

UX HEAD

Mar 2023 - Present

Evolute Global, Mumbai

- Led end-to-end UX and UI for products in fintech, gaming, and lifestyle, from user journeys to final screens across apps, dashboards and websites.
- Took full ownership of the **PokerBaazi mobile app + web app** and it's four major dashboards.
- Worked directly with clients like **Edelweiss, PokerBaazi and Centrum** through research, meetings, discussions and review rounds.
- Led projects while collaborating with the graphics, development and content teams. Also created UI designs, prototypes, emailers and internal branding visuals.
- Well-known for strong dashboard design skills, with a knack for turning complex data into clean, clear, and visually intuitive interfaces.

UX/UI DESIGNER

Jun 2022 - Mar 2023

House Of Gaming, Mumbai

- Designed a full social media platform for gamers, creating 100+ mobile and web screens.
- Led the end-to-end UI/UX process across apps and websites.
- Worked on projects including Art NFTs, Game NFTs, and gaming community platforms.
- Collaborated with stakeholders to define user journeys and key flows.
- Managed and delivered multiple parallel design projects independently.

UX/UI DESIGNER + GRAPHIC DESIGNER

Jan 2022 - Apr 2022

Resonate Learning, Gujrat - Remote

- Worked with Dev + game teams to simplify game mechanics into a kid-friendly platform.
- Illustrated avatars, backgrounds, and designed gamified UI elements.
- Designed the parent dashboard and conducted usability tests with target users.
- Turned insights into actionable updates to improve game experience.
- Created infographics to simplify data into visuals

SALES ASSOCIATE

Jul 2019 - Sep 2021

Decathlon Sports India, Mumbai

- Assisted users throughout purchase to checkout, ensuring smooth service.
- Identified customer needs and recommended the right products.
- Conducted in-store surveys to improve user experience.
- Supported stock replenishment and marketing initiatives.
- Worked across both B2B and B2C interactions, building strong customer communication skills and learning basic marketing strategies.

EDUCATION

DIPLOMA IN UX/UI DESIGN

Jul 2021 - Nov 2021

EDIT Institute, Mumbai

BACHELOR OF ARTS

Jun 2018 - Apr 2021

Sophia College for Women, Mumbai

HSC IN SCIENCE-IT

Jun 2016 - Apr 2018

Sophia College for Women, Mumbai

SKILLS

User Interface Design

Wireframing & Prototyping

Web, dashboard and SAAS Design

UX Writing

Logo Design & Branding

Motion Design

Storytelling

Stakeholder Communication

Social Media & Emailer Design

Creative Direction (Visual + Content)

Creative Problem-Solving

Leadership and Collaboration

AI Usage & Prompting

TOOLS

Figma | Framer | Adobe XD |

Jitter | Autodesk Sketchbook

MY CREATIVE JOURNEY

SAMTHING.STUDIO