

Utkarsh Chhadva

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WORK EXPERIENCE

Cantonica (Progressive Web App Startup)

New York City, NY (Remote)

UX Designer & Researcher (part-time)

Jul 2024 - Present

- Facilitated design thinking workshops to align stakeholders and create a product vision, leading to a 25% increase in engagement, while also developing a scalable design system that streamlined prototyping and collaboration.
- Designed and tested user interfaces to address pain points by conducting usability testing and user interviews, improving engagement metrics by 25%.
- Partnered with product managers to integrate research insights, influencing product priorities and improving user engagement.

Delaware Public Media

Wilmington, DE (Hybrid)

UX Designer & Researcher (contract)

Sep 2023 - May 2024

- Led the design of an online mentorship platform, increasing user engagement by 25%, while creating wireframes, mockups, and prototypes in Figma, achieving 90% stakeholder satisfaction through iterative collaboration.
- Designed a consumer-centric research plan for an online mentorship platform, uncovering user pain points and guiding hypothesis-led iterations that increased engagement by 40%.
- Led a 5-member team through ethnographic research, introducing new interviewing techniques to reveal hidden user behaviors and patterns, which informed prioritization and led to a 55% engagement boost.

The Nature Conservancy

New York City, NY (Remote)

UX Research and Management Intern (Masters Level)

Jun 2023 - Aug 2023

- Enhanced the Knowledge Management platform by integrating user feedback from focus groups, reducing onboarding time by 25% and driving user engagement through improved content discoverability.
- Designed and conducted A/B tests to evaluate new feature releases. Collaborated with cross-functional teams to iterate on designs, which led to a 60% reduction in paperwork and more intuitive user workflows.
- Analyzed stakeholder interviews and qualitative data, producing actionable insights that influenced both design and organizational knowledge-sharing practices.

Ribbon Eel Co. (B2B Merchandise Sales Startup)

Mumbai, India

UX Designer & Researcher

Jul 2020 - Jun 2022

- Led the design and development of an e-commerce website, creating a seamless user experience that contributed to a user engagement increase and a 20% boost in conversion rates.
- Designed and distributed user feedback surveys via Qualtrics, informing iterative design decisions and boosting UX metrics by 20%.
- Spearheaded customer journey mapping and persona creation by analyzing user feedback, competitive research and rapid prototyping, resulting in a 20% improvement in conversion rates.

World Resources Institute

Mumbai, India

Design Researcher

May 2019 - May 2020

- Led design research for urban sustainability projects, synthesizing interviews, stakeholder input, and planning data to inform infrastructure improvements, resulting in a 30% better alignment between sustainable initiatives and urban development goals.
- Generated detailed design recommendations for urban development projects based on research that included competitive analysis and user trends. These insights drove a 15% increase in project adoption by city stakeholders.
- Synthesized findings from literature reviews, interviews, and project data into actionable insights that guided the design of urban sustainability frameworks, boosting policy effectiveness by 20%.

EDUCATION

M.S. in Human-Computer Interaction, University of Maryland, College Park

As a UX Project Manager Graduate Assistant (Aug 2022 - May 2024), I led a team to create a WordPress event website, boosting online registrations by 60%. I also managed 35 industry projects and presented research findings to stakeholders.

Bachelor of Architecture, University of Mumbai, India

SKILLS AND CERTIFICATES

Design	UX and Interaction Design, Design Thinking, Lean UX, Wireframing/Prototyping, Information Architecture
Research	UX Research, Competitive Analysis, Usability and Accessibility Testing, Ethnographic Research, A/B Testing, Heuristic Evaluation, Data-Driven Design
Technical	Figma, Miro, Qualtrics, Tableau, Power BI, Statistical Analysis (t-tests, ANOVA, regression), Data Visualization, Adobe Creative Suite, HTML/CSS, Python, JavaScript (Basic), Sketch
Certificates	Social and Behavioral Research, Section 508 Trusted Tester for Web Accessibility, Data Analyst with Python