

# Utkarsh Chhadva

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## WORK EXPERIENCE

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### Cantonica (B2C E-Commerce Startup)

New York City, NY (Remote)

UX Designer & Researcher (contract)

Jul 2024 - Present

- Designed and optimized the BulkMagic e-commerce platform, conducting usability testing and implementing data-driven design improvements to enhance the purchasing experience, resulting in a 20% increase in conversion rates and reduced checkout abandonment.
- Developed wireframes, prototypes, and high-fidelity designs in Figma, incorporating a scalable, AI-driven design system to enhance platform consistency and boost user engagement by 25%.
- Facilitated design thinking workshops collaboratively, aligning stakeholders on product vision and resolving usability challenges.

### Delaware Public Media

Wilmington, DE (Hybrid)

UX Designer & Researcher

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 Researcher

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

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### 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

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