ABHISHEK CHAUDHARY

PRODUCT DESIGNER

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SUMMARY

I'm a Product Designer with 10 years in B2C, creating mobile and web products that grow through acquisition, engagement, and conversion. I design with data and empathy, and I believe collaboration, feedback, and stakeholder alignment turn ideas into impact. Right now, I'm exploring how AI can elevate design and deliver smarter user experiences. With roots in illustration and animation, I bring creativity, storytelling, and full ownership to every project.

EXPERIENCE

Co Founder

Inklab Design - Jaipur, India (Remote)   Dec 2023 - Nov 2024

- Built the streetwear fashion brand for the Indian market, from t-shirt design to visual and brand identity.
- Led product strategy, marketing, and social media campaigns, increasing the sales conversion funnel from 1.2% to 2.5%.

Sr Product Designer

Vehiculum GmbH - Berlin, Germany   Jan 2023 – May 2023

- Built and led the vision for a pre-owned car buying platform in Germany, inspired by Amazon's approach and tailored to local users with a strong focus on user-centered design.
- Delivered a design system that improved consistency and cut component development time by 30%, while managing a team of three designers and collaborating with product, tech, marketing, and sales to align design with business KPIs.

Career Break & Relocation

Moving to Berlin   Mar 2020 – Jun 2022

- During this period, I explored my artistic side through creative projects, while also creating and growing an Instagram account with around 15K followers that broadened my design perspective.
- Artwork featured in Florence Contemporary Gallery and Creative Gaga's Best Indian Illustrator.

Lead UX Designer

Infoedge India Ltd | Noida, India   May 2018 – Dec 2019

- Oversaw the complete design process for Android, iOS, and web platforms for a jobseeker product, with a strong focus on user centricity and data-driven decision making.

- Released a new version of the iOS app, serving a user base of around 8 million, and achieved a 25% increase in engagement.
- Contributed to the recruiter-side platform, ensuring seamless integration between both sides.
- Led a team of four designers and worked closely with product, tech, and marketing teams to align user insights with business goals.

Sr UX Designer

Infoedge India Ltd | Noida, India   Jun 2016 – May 2018

- Streamlined the job seeker registration process, increasing conversion by 5.8% and boosting user acquisition. Contributed to the recruiter-side platform for seamless integration between both platforms.

Interaction Designer

Infoedge India Ltd | Noida, India   Jan 2014 – Jun 2016

- Enhanced the visuals and user interfaces of Naukri's Android and iOS job seeker apps to improve accessibility, boost engagement, and created a component library to ensure consistency across platforms.

Sr Visual Designer

4 Design - Delhi, India   Mar 2012 – Feb 2013

- Delivered branding and visual design solutions for local businesses.

Graphic Designer

Myoho Communication - Delhi, India   Aug 2011 – Dec 2011

EDUCATION

Indian Institute of Technology, Bombay

M.Des in Animation Film Making   2009 - 2011

College of Art, Delhi

BFA in Applied Art   2005 - 2009

SKILLS

UX & Product Design, Visual & Interaction Design, Mobile & Web Design, Prototyping & Wireframing, User Interface (UI) & Information Architecture (IA), Accessibility (WCAG), AI in Design, Personalization & Generative AI, User Research & Usability Testing, Discovery Research & Competitive Analysis, A/B Testing & Design Sprints, Data-Driven Design, Workshops & Facilitation (HMW, Ideation, Affinity Mapping), Conversion Rate Optimization (CRO), User Flows & Journey Mapping, Product Strategy & Roadmapping, Stakeholder Management, Cross-functional Collaboration (Agile & Scrum), Creative Problem Solving, Figma, Sketch, Adobe Creative Suite, Miro, Jira, Confluence.