Utkarsh Chhadva

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WORK EXPERIENCE

Cantonica (B2C E-Commerce Startup)   **New York City, NY (Remote)**
UX Designer & Researcher (contract)   Jul 2024 - Present
- Designed and optimized BulkMagic, a B2C e-commerce platform, by conducting usability testing and implementing iterative design improvements, leading to a 20% increase in conversion rates and reduced checkout abandonment.
- Developed wireframes, interactive prototypes, and high-fidelity UI designs in Figma, integrating an AI-driven scalable design system to enhance platform consistency and boost user engagement by 25%.
- Conducted heuristic evaluations and competitive analysis, identifying usability gaps and refining the information architecture to streamline the user journey and improve discoverability.
- Led design thinking workshops, facilitating stakeholder alignment on product vision, gathering cross-functional insights, and iterating on designs to improve overall user experience.

Delaware Public Media   **Wilmington, DE (Hybrid)**
UX Designer & Researcher   Sep 2023 - May 2024
- Led UX research and design for an online mentorship platform, combining usability testing, interviews, and data analysis to increase user engagement by 40% and improve accessibility.
- Created wireframes, mockups, and prototypes in Figma, working iteratively with developers and stakeholders to refine the platform and achieve 90% satisfaction in usability testing.
- Conducted user research and persona development, uncovering pain points through ethnographic studies, card sorting, and in-depth interviews, which informed design improvements and resulted in a 55% engagement boost.

The Nature Conservancy   **New York City, NY (Remote)**
UX Researcher   Jun 2023 - Aug 2023
- Conducted focus groups, stakeholder interviews, and usability tests to enhance the Knowledge Management platform, improving content discoverability and reducing onboarding time by 25%.
- Designed and executed A/B tests to validate new feature releases, collaborating with developers and product managers to iterate on workflows, leading to a 60% reduction in paperwork and a more intuitive user experience.
- Analyzed qualitative and quantitative data, synthesizing findings into actionable insights that improved knowledge-sharing processes, refined information architecture, and enhanced platform usability.

Ribbon Eel Co. (B2B Merchandise Sales Startup)   **Mumbai, India**
UX Designer & Researcher   Jul 2020 - Jun 2022
- Designed and launched an e-commerce website, leading user research and usability testing to create a seamless shopping experience, which increased user engagement and boosted conversion rates by 20%.
- Developed and distributed user feedback surveys using Qualtrics, analyzing results to drive iterative UX improvements and enhance key usability metrics by 20%.
- Spearheaded customer journey mapping and persona creation, leveraging competitive research, rapid prototyping, and A/B testing to identify friction points and improve checkout flow efficiency.

World Resources Institute   **Mumbai, India**
Design Researcher   May 2019 - May 2020
- Conducted design research for urban sustainability projects, synthesizing interviews, stakeholder feedback, and city planning data to drive infrastructure improvements, achieving a 30% better alignment with urban development goals.
- Developed research-backed UX strategies, using heuristic evaluations and qualitative insights to inform sustainable urban planning initiatives, increasing stakeholder buy-in by 15%.
- Synthesized findings from literature reviews, field research, and stakeholder workshops, translating complex data into actionable design recommendations that improved policy effectiveness by 20%.

EDUCATION

M.S. in Human-Computer Interaction, University of Maryland, College Park
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, WCAG 2.0+ AA compliance
Certificates	Social and Behavioral Research, Section 508 Trusted Tester for Web Accessibility, Data Analyst with Python