

ESHA CHAUHAN

Product Designer | UI/UX Designer

Passionate and determined product designer, eager to learn and succeed. Proficient in Sketch, Figma, and Adobe Creative Suite. Experience conceptualizing, designing and iterating Mobile apps, Websites, Landing Pages and large scale B2B Dashboards.

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WORK EXPERIENCE

UI/UX Designer

Appknit

12/2022 - Present

Delhi, India

Mobile App-focused Design Agency

Achievements/Tasks

- Conceived and designed Groupia Lite, a UK travel app, increasing user engagement by 40% and streamlining event itinerary access for over 1,000 Groupia clients.
- Designed and launched new booking, wallet, and payment features for ShiftBOOKD's mobile scheduling platform, enhancing user experience and increasing transaction completion rate by 40% within three months.
- Overhauled and designed 10+ mobile and web apps for US and UK clients, specializing in Booking, Delivery, and Payment functionalities.
- Collaborated seamlessly with remote cross-functional teams, including executives, engineers, sales, and researchers in the US and UK.

Product Designer

The Rare Foods (Subsidiary of Ekosight)

08/2021 - 11/2022

Delhi, India

Marketplace for premium, naturally sourced food grains and nuts

Achievements/Tasks

- Conceived, researched, and designed RareFoods website from scratch, achieving 15,000 unique visitors within the first quarter.
- Teamed up with marketers to develop brand identity and kit, conducting market research and user interviews.
- Conceptualized product packaging and customer delivery experiences, collaborating with the graphic design and marketing teams, resulting in 100 positive reviews.

Product Designer

Ekosight

05/2021 - 11/2022

Delhi, India

Agri-tech start-up

Achievements/Tasks

- Applied Design Thinking to craft problem statements, foundational design guidelines, and an MVP solution, improving the lives of 15,000 farmers
- Conceptualized and designed the initial web app, enabling FPOs to manage and gain insights into farmers and their produce.
- Partnered with CEO and 50+ farmers, engaging in deep collaboration to understand and define key market segments, customer personas, and pain points, resulting in a product strategy that resonated with target consumers.
- Engaged farmers and FPOs across 5 states, delving deep into root-cause issues of food adulteration.

SKILLS

Figma

Sketch

Jira

Adobe Suite

Design Thinking

Interaction Design

Problem Solving

User Research

Analytical Skills

Copywriting

A/B Testing

Visual Communication Design

Prototyping

User Empathy

Information Architecture

ACHIEVEMENTS

15k Unique Visitors

The website attracted 15,000 unique visitors within the first three months of its launch, The Rare Foods.

75% Satisfaction Rate

The MLP showed roughly about 75% satisfaction rate among farmers from its initial launch, FPO Link (Ekosight)

CERTIFICATES

Google UX Design Specialization

Google

Dynamic User Experience: Design and Usability

Interaction Design Foundation (IxDF)

Mobile User Experience (UX) Design

Interaction Design Foundation (IxDF)

Visual Design: The Ultimate Guide

Interaction Design Foundation (IxDF)

Conduct UX Research and Test Early Concepts

Coursera

INTERNSHIPS

UI/UX Designer Intern - EKosight

- Performed market & design research on Agri-tech start-up's.