

AJIT SINGH CHAUHAN

Bengaluru, India (Open to relocate to Germany)

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Summary

Senior Product Designer with 6+ years of experience designing scalable digital products across retail, logistics, fintech, and enterprise platforms. Expertise in UX strategy, product discovery, user research, interaction design, and design systems. Proven track record of collaborating with product managers, engineers, and business stakeholders to translate complex requirements into intuitive user experiences. Skilled in leading end-to-end design processes, from research and ideation to prototyping and implementation. Passionate about solving user problems through data-informed design and delivering products that drive business outcomes.

Core Skills

- **Product Design & Strategy:** Product Design, UX Design, Product Strategy, Design Thinking, Product Discovery
- **Design Systems & Tools:** Design Systems, Prototyping, Figma, Design Documentation
- **User Research & Validation:** User Research, Usability Testing, Accessibility, User-Centered Design
- **Product Delivery:** Agile Methodologies, Cross-functional Collaboration, Responsive Design
- **Interaction & Experience Design:** Interaction Design, Information Architecture, User Flows, Wireframing, Journey Mapping
- **Stakeholder Collaboration:** Stakeholder Management, Workshop Facilitation, Design Reviews

Experience

Lowe's India

March 2025 – Present

Senior Product Designer

Bengaluru, India

- Led the standardisation of Product Listing Pages (PLP) and Search Listing Pages (SLP) across Lowe's digital ecosystem to improve consistency and scalability.
- Defined UX guidelines and reusable design components using insights from FullStory, Adobe Analytics, card sorting, and A/B testing.
- Designed modular user experiences that improved customer engagement and reduced cognitive load across shopping journeys.
- Collaborated with product managers and engineering teams to deliver seamless cross-platform experiences and design system adoption.
- Optimised product discovery workflows through data-driven design decisions and continuous user feedback.

Publicis Sapient

December 2023 – March 2025

Senior Experience Designer

Bengaluru, India

- Designed and launched a native mobile application for a US-based distributor, increasing mobile adoption and accelerating digital ordering experiences.
- Developed a customisable punch-out platform and administrative portal to streamline onboarding and catalogue management.
- Conducted stakeholder workshops, discovery sessions, and collaborative design reviews to align business and user requirements.
- Created user journeys, wireframes, prototypes, and interaction models for enterprise-scale digital products.
- Partnered with cross-functional teams to deliver user-centred solutions within Agile product development environments.

Shadowfax

August 2022 – November 2023

Product Designer

Bengaluru, India

- Increased delivery slot pre-bookings by 32% through redesign of booking workflows and optimisation of the customer experience.
- Led user research and redesign initiatives for payout and task-history modules, reducing support tickets by 48%.
- Designed and launched the Prime Orders feature, generating INR 20 lakh in weekly revenue across four cities.
- Developed internal operational tools including the RPC portal to reduce fraud risk and minimise manual processing errors.
- Conducted usability testing and behavioural analysis to identify opportunities for workflow optimisation and feature enhancement.

Upcred

January 2022 – July 2022

Product Designer

Bengaluru, India

- Designed SaaS-based operational tools and advertising management platforms from concept through implementation.
- Built end-to-end experiences for the Upcred Creator Program and Spotlight platform, supporting multiple user personas and workflows.
- Conducted user interviews, usability evaluations, and validation studies to inform product decisions.
- Produced wireframes, prototypes, and interaction flows to accelerate product development and stakeholder alignment.
- Collaborated closely with engineering and product teams to deliver scalable user experiences.

ImaginXP

July 2019 – August 2021

UX Designer & Mentor

Pune, India

- Delivered UX design training and mentorship programs for Master's and Bachelor's design students across multiple universities.
- Facilitated workshops on design thinking, user-centred design, research methodologies, and interaction design principles.
- Trained more than 12,000 CBSE teachers under the Ministry of Education's School Innovation Ambassador Training Program (SIATP).
- Developed educational content, design exercises, and practical learning frameworks to strengthen design capabilities.
- Guided learners through design projects involving research, ideation, prototyping, and usability evaluation.

Education

DYPDC Center for Automotive Research and Studies

August 2017 – June 2019

Master of Design (M.Des) in Automotive Design

Pune, India

Visvesvaraya Technological University (VTU)

August 2013 – June 2017

Bachelor of Engineering (B.E.) in Mechanical Engineering

Belagavi, India

Languages

- English – Full Professional Proficiency (C1)
- German – Intermediate Proficiency (B1)