ABNEET CHAUHAN

UX Designer
Former Industrial Designer
Creative Thinker

📞 +91 8888785136
✉️ abneetchauhan@gmail.com
in abneetchauhan

I have **15 years** of experience crafting user experiences for digital and physical products across industries such as cloud management, healthcare, fintech, automotive, and B2B e-commerce.

I currently lead complex, high-impact initiatives at **Broadcom (VMware)**, defining a unified design vision aligned with business goals and collaborating closely with product, engineering, and stakeholders on the end-to-end user experience.

Previously, I worked with **EY** as a **Senior Manager UX,** and led and managed high-valued accounts like Goldman Sachs, JSW, SImplilearn, Eicher, etc. and contributed in their success journey through design and innovation.

ACADEMICS

M. DES, 2009
Industrial Design

Industrial Design Center (IDC), IIT Bombay

B. TECH, 2004
Mechanical Engineering

DIT, Dehradun, (U.P.T. University, Lucknow)

INITIATIVE

47Days-Of-Devanagari

Co-founded and ran a social-media based typography challenge in year 2017 & 2019 celebrating Devanagari letterforms and built a community of over 5000+ Devanagari type and art enthusiasts.

AWARDS

Aegis Graham Bell Award (10th)

Simplilearn's LMS product

A designed Simplilearn's LMS product received 10th Aegis Graham Bell Award in the category "Innovation In EdTech".

Red Dot Design Award 2016

MISHA Hookah Head

Unique form of the product serves the function and use of paper as a body material got awarded.

CII Design Excellence Award 2015

Design of THOTS Lab

The design of the multi-facet learning game lab for kids received CII DE Awards in the category of Visual communication & Environment design.

WORK EXPERIENCE

Staff Product Designer
VMware by Broadcom | Oct 2021 - Present

Leading complex & high-impact projects initiatives of **VCF Operations** (formally vROps) and shaping the overarching design vision, ensuring alignment with business goals and product strategy.

Strategic Enhancement Of CX By Feature Integration & Centralizing Ops Management

Drove the initiative for centralizing **VCF Ops** Management towards integrating the certificate and password management with the strategic goals such as **Zero Trust Security.** Achieved around 28% rise in Customer Satisfaction Index by design.

Easing Out The Complexity For Integration Of Chargeback App Into vRealize Operations

Led the initiative of seamless merging the Chargeback capability into vROps with the aim of achieving consolidation of disparate monitoring, analytics & automation. Achieved 89% adoption with high CSAT.

Evolving Color & Chart Libraries For Better Accessible Design Systems -CLARITY

Spearheaded a self-initiated project to evolve indicator and chart colors for achieving better accessibility across all VMware products and integrated the complete chart library into Clarity.

Senior Manager UX Design
EY LLP | Sep 2016 - Aug 2021

Improved Efficiency Of Financial Crime Investigation Process

Designed intuitive interfaces for a **NEON**-Financial Crime Investigation tool to help investigators detect financial crimes like bribery, money laundering, terrorist financing, etc., across various communications data.

Modules like e-communications and transaction investigation had a 65% boost in task efficiency and 30% fewer support tickets.

Crafted The 360° Learning Experience For Online Professional Courses

Redesigned the **Simplilearn-Learning Platform** (LMS) for blended learning experience and for handling Instructor-Led Online Classes. Delivered end-to-end design solution with user research, UX design, user testing and dev-collaboration.

The new LMS design significantly boosted learner engagement & cut support tickets by ~60%.

Boosted Sales & Engagement On Simplilearn's Website

Led the continuous UX/UI enhancement for **Simplilearn Sales Website** using data-backed insights. Heuristic evaluations, A/B testing, visual strategy, heat-maps, analytics, etc.

Redesigned of Simplilearn Resources that led to a 30% increase in user engagement time and a marked rise in cold-lead conversions.

Crafted experience for **Fleet Management** & Performance System app for telematics enabled buses and trucks owners

Led and managed the UX design of India's **largest** B2B-ecommerce of **steel & cement** for JSWOne.

Senior UX Designer
NotchUX Studio. Pune | Apr 2016 - Sept 2016

Crafted UX Design Of B2B e-commerce For a Giant Automotive Aftermarket

Designed the user experience of an e-commerce responsive website of **Dena Aftermarket**, one of the **world's top leaders** in automotive spare parts manufacturing and supplying.

Conducted user research to craft product category/detail pages, and warehouse account management with role-based access control (RBAC)

Lead Industrial Designer
Onio Design Pune & Design Directions Pune | Apr 2010 - Mar 2016

Led 40+ Industrial Design Projects In Diversified Industrial Domains

HEALTHCARE, AUTOMOTIVE, CONSUMER DURABLES, PACKAGING, EDUCATION, ETC.

Lived the journey of designing many products right from conceptualisation, visualisation, prototyping till the final development. Some of the key projects were with clients like Otis Elevators, Usha International, Pepsi Co, Marvel Semiconductors, TACO, Shisha Company, etc.