



ABNEET CHAUHAN

+91 8888785136
abneetchauhan@gmail.com
abneetchauhan

UX Designer
Industrial Designer
Design Thinker

Hello,

I have 12 years of progressive experience handling design projects in diversified verticals with varied scopes, objectives, and business goals. I am a product obsessive and like to craft innovative, intuitive & optimised experiences for effective & enjoyable use, doing almost everything from user research to conceptualisation/prototyping to UI design deliveries for implementation.

I started my career as an Engineer, mastered as an Industrial Designer, and evolved as an UX expert. Many of my designs have made a mark in their respective market or society and some have won prestigious design awards.

ACADEMICS

M. DES, 2009

Industrial Design

Industrial Design Center (IDC), IIT Bombay

B. TECH, 2004

Mechanical Engineering

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

DESIGN SKILLS

Design Strategy & Systems Thinking

User Study & Empathy

Wireframes & Prototyping

User Journey Mapping

Heuristic Evaluation

User Interaction Design

Information Architecture

Industrial Design

CREATIVE INITIATIVE



#47DaysOfDevanagariType

I co-initiated this Instagram based Type challenge in 2017-19 which has attracted more than 5K Devanagari type lovers to come together and participate by expressing the letterform each day from different creative perspective.

www.47daysofdevanagari.com/

www.instagram.com/47daysofdevanagaritype/

AWARDS



Aegis Graham Bell Award

Simplilearn's LEMS product

One of my designed products - Simplilearn's LEMS received 10th Aegis Graham Bell Award in the category "Innovation In EdTech".



Red Dot Design Award 2016

MISHA Hookah Head

A well usable design of disposable shisha head received the prestigious Red Dot International Design award. I led the project and designed it thoroughly at Onio Design for the client The Shisha Company Ltd.



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. I designed the classroom and it's articles that enables the functionality of the game lab.

WORK EXPERIENCE



Senior Manager UX Design

EY LLP. | Sep 2016 - Present

Leading and managing UX design of an e-commerce platform for JSW

JSWone marketplace

- Crafting user experience of a gigantic B2B & B2C e-commerce **marketplace for steel, cement & paint** products. Creating seamless experience for JSW customers for purchasing the bulk materials online from a suitable distributor with direct-credit and split-order like features.

Designed a fleet management app for Eicher-Volvo

Fleet management and productivity app

- Eicher's fleet management app cross-functions between Eicher Support team, Fleet owners, Supervisors, Drivers, Mechanics, & Eicher Service dealers with 30+ different Eicher's proprietary services which help in monitoring, controlling & growing the customer's business, productivity, fuel efficiency, etc. I designed the user experience that is carrying the Eicher brand values through carefully designing interaction, visuals language, info-architecture, etc. Solved the challenges of fleet managers and supervisors by providing services with extremely easy interface design.

Led a UX design project for Compliance Division of Goldman Sachs

NEON (A financial crime surveillance tool)

- In the investigation of financial crime, Neon facilitates its users to search and identify the suspicious activities through different data records and communications (Text & Voice)
- Tackled the challenges of making the **investigation process efficient by redesigning the surveillance application** that behaves intuitive & intelligent and helps user to find potential suspicious activities in fintech affairs.

Worked on several products of Simplilearn (a professional course & program provider)

Learning Platform

- Crafted a **blended learning experience** for one of the Simplilearn products, a Learning Environment and Management platform that offers online professionals courses & programs with Live virtual classroom delivery. I brought user centric approach and transformed it thoroughly to provide better learning experience to individuals and corporate learners.

Simplilearn for Enterprise

- Designed the enterprise solution for its users (**L&D Managers**) for managing learners and tracking/analysing their learnings. I designed and innovated the experience for many new features like Learning path creation, Private live classes, Reports, Dashboard, etc. with the aim of reducing manual interventions of customer facing teams.

Simplilearn Website

- Data driven continuous improvisation in UX and UI design of Simplilearn website to boost the lead generation and conversion.
- Designed Simplilearn Resources website with the aim of achieving the matrix of 30% increment in users engagement time which resulted significant increment in cold-leads.
- Highlights: Requirement gathering & analysis, User journey mapping, AB testing, Visual communication strategy, Heat maps & Analytics, Heuristic evaluation, etc.



Lead UX Designer

NotchUX Studio. Pune | Apr 2016 - Sept 2016

Led the UX design of B2B E-commerce website

Danaaftermarket.com

- Designed the user experience of an e-commerce responsive website of Dena Aftermarket that is one of the world's top leaders in automotive spare parts manufacturing and supplying.
- Conducted user research and created the experience for their widely ranged Product Category pages, Product Details page and the Cart with user account management having user hierarchy for varied levels of permission of purchasing.



Lead Industrial Designer

Onio Design Pvt. Ltd. | Design Directions Pvt. Ltd. Pune | Apr 2010 - Sept 2016

40+ industrial design projects in diversified industrial domains

Healthcare, Automotive, Consumer durables, Packaging, Education...

- Lived the design journey of many products right from conceptualisation and visualisation to prototyping and the final development. Some of the key projects were led for the clients like Otis Elevators, Usha International, Pepsi Co, Marvel Semiconductors, TACO, Shisha Company, etc.
- Many designed products have made the mark in their industries, created social impact and received some prestigious awards like **CII Design Excellence Award 2015, Red dot International Design Award 2016**, etc.