

# Purvanshi Chavhan

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## SUMMARY

UX Designer with MSc in HCI at York and **2+ years of experience** creating user-centred digital experiences across **startups, agencies, and healthcare platforms**. Skilled in creating human-centred digital experiences that balance **usability, accessibility, and business impact**. Looking to join a collaborative product-focused team.

## EXPERIENCE

### UIUX Designer | Leeds Private Hospital - Leeds, UK

Sep 2025 - Feb 2026

- Integrated results-driven content (before & after outcomes) to increase credibility and support patient decision-making.
- Restructured treatment pages using clearer information architecture to improve patient engagement and trust.
- Optimised CTAs, layouts, and enquiry pathways to support higher conversion potential for hair transplant consultations.

### Associate UIUX Designer | Freelance Contract - Pune, India

Jun 2022 - Dec 2022

- Led healthcare dashboard design for Walgreens, improving data visibility and enabling faster clinical decision-making.
- Collaborated on wireframes and prototypes, simplifying complex data into intuitive, user-friendly interfaces.

### Brand Designer | Citta World - Pune, India

Jul 2021 - Feb 2022

- Built a **scalable design system** that improved brand consistency and reduced design turnaround time by **50%**.
- Crafted **digital ads and social media campaigns** aligned with customer behaviour insights, supporting conversion growth.
- Delivered **multi-platform assets** (web, packaging, print) with a strong focus on **visual hierarchy and usability**.

### Graphic & UI Designer | BrandsJar - Pune, India

Dec 2020 - Jun 2021

- Launched a **pre-order landing page** for Segway that contributed to a **25% increase** in sales.
- Collaborated with **25+ brands**, tailoring design solutions to diverse business goals and user needs.
- Developed multilingual, cross-platform assets (web, mobile, marketing) that expanded brand reach across 6 markets.

### Graphic Designer (Intern) | E-Sense Inc - Pune, India

Jun 2019 - Jul 2019

- Led the creation of a brand system, including logo and colour palette ensuring consistency across all touchpoints.
- Designed UI screens for product launch, **contributing to a 20% increase in brand recognition** through intuitive design.

## EDUCATION

### MSc in Human-Computer Interaction | University of York, UK

Sep 2022 - Sep 2023

Modules - Research Methods, User-Centred Design, Advanced Topics in Interactive Tech, Design & Research Practice

### Bachelor's in Fine Arts, Applied Arts | MIT ADT University, India

Aug 2017 - Jul 2021

Specialisation in UIUX - First Class with Distinction

## SKILLS

**Research & Strategy** - User Interviews & Surveys, Competitive Analysis, Usability Testing, Heuristic Evaluation, Insight Synthesis (Thematic Analysis, Affinity Mapping)

**Interaction & Experience Design** - User Flows, Journey Mapping, Information Architecture

**UI & Visual Design** - Wireframing & Prototyping, UI Design, Design Systems, Responsive & Accessibility-First Design, Iconography, Typography, Infographics, Scenario & Presentation Design

**Hands-on Tools** - Figma, Adobe Creative Suite, Miro & FigJam, Qualtrics, Notion, Basic HTML & CSS

## ACADEMIC PROJECTS

**Master's Research Project** - How tailoring Instagram's built-in nudges reduced mindless scrolling

**HelpHive** - A Volunteering app for the residence of York to find and track opportunities

**Internship Project (Segway-Ninebot)** - Pre-Order Landing Page driving a 30% increase in Sales