

RANVIR SINGH CHAUHAN

Senior UI/UX Designer | AI-Augmented Product Design

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JOB OBJECTIVE

Targeting UI/UX Design & Digital Product Experience roles to contribute to the development of scalable, user-centric web & mobile platforms, with a strong focus on configuration-driven & BFSI products across B2B & B2C environments. Committed to integrating AI tools such as ChatGPT and Claude into daily research, ideation, and documentation workflows to accelerate delivery and elevate decision quality.

PROFILE SUMMARY

- UI/UX and digital product design professional with 5+ years of experience delivering user experience design and user interface design solutions across BFSI, B2B, and B2C web and mobile platforms.
- Specialized in end-to-end product design for complex, configuration-driven financial systems, translating operational and regulatory requirements into intuitive user flows and journey-driven experiences.
- Proven contributor to scalable design systems & component-driven architectures, enabling faster iterations, consistent experiences, & efficient design handoff processes.
- Daily user of ChatGPT and Claude for user-research synthesis, competitive benchmarking, journey and content drafting, documentation, and rapid ideation — embedding AI-assisted workflows into everyday design practice to speed up decision-making and output quality.
- Research-driven designer with hands-on expertise in user research, usability testing, & insight-led validation to improve interaction quality & overall product performance.
- Strong cross-functional partner with demonstrated ability to collaborate with product, engineering, & business stakeholders to deliver market-ready solutions with measurable business impact.

CORE COMPETENCIES

- User Experience Design & User Interface Design
- End-to-End Product Design & Design Ownership
- AI-Augmented Design Workflows — ChatGPT & Claude for research, ideation & documentation
- Graphic & Brand Design — Brochures, Business Cards, Social Creatives, Logo Design, Illustration
- Interaction Design & Information Architecture
- User Flows, Journey Mapping & Experience Strategy
- Wireframing & High-Fidelity Prototyping
- User Research, User Interviews & Usability Testing
- Data-Driven Design, UX Metrics & Funnel Analysis
- Design Systems, Component Libraries & Design Tokens
- Figma, Auto Layout & Design Handoff
- Cross-Functional Collaboration & UX Leadership

TECHNICAL SKILLS

- AI Tools (Daily Use): ChatGPT, Claude — research synthesis, competitive analysis, content & copy drafting, documentation, ideation acceleration
- Design & Prototyping Tools: Figma, Adobe XD, Sketch, Zeplin
- Visual & Graphics Design: Adobe Illustrator, Adobe Photoshop, Adobe After Effects
- Graphic & Brand Design: Brochures, business cards, social media creatives, logo design, illustration, Figma micro-animations
- Front-End Technologies: HTML, CSS, JavaScript
- Development & Code Tools: Visual Studio Code
- Frameworks & Libraries: Clarity Framework, Bootstrap
- Collaboration & Productivity Tools: Microsoft Office Suite, Slack
- Operating Systems: iOS, Windows

WORK EXPERIENCE

Senior UI/UX Designer

Rahi Platform Technologies, Pune | Nov 2024 – March 2026

- Leading end-to-end product design initiatives across core BFSI products including Loan Origination System, Loan Management System, Collections Module, Rahi Website, and UI Configurator, applying user experience design, information architecture, and journey mapping to align usability with complex banking workflows.
- Built and continuously evolved a scalable design system with structured component libraries, auto layout, and design tokens, maintaining consistent user interface design standards across products and enabling faster, predictable design handoff within an Agile environment.
- Providing UX leadership by managing the UX team, owning critical interaction design decisions, and ensuring cohesive execution of user flows that drive business impact and increased user adoption.
- Designing and refining a configurable UI framework that enables dynamic screen, workflow, and rule customization, strengthening responsive design and significantly improving platform flexibility across products.
- Conducting continuous user research through user interviews, competitive benchmarking, heuristic evaluations, and usability testing, translating insights into data-driven design decisions that optimize experience quality.
- Using ChatGPT and Claude daily to synthesize research findings, draft competitive benchmarking reports, and accelerate ideation and funnel analysis, cutting research turnaround time and improving the quality of UX metrics-driven decisions.
- Driving strong cross-functional collaboration with product managers, engineering teams, and business analysts to simplify high-complexity workflows and deliver intuitive, conversion-focused interfaces.
- Leveraging Figma to create wireframing, high-fidelity prototyping, interactive flows, and reusable assets, reinforcing governance across the design system lifecycle.
- Applying motion and 3D interaction principles to elevate interaction design quality and modernize visual experiences across digital platforms.
- Delivering internal enablement sessions on UX standards, accessibility considerations, design system adoption, and practical AI-assisted workflow adoption using ChatGPT and Claude.
- Using Claude and ChatGPT to draft microcopy, error-state messaging, and journey map narratives for configuration-driven BFSI screens, shortening iteration cycles on content-heavy flows.
- Designing brand and marketing collateral including brochures, business cards, social media creatives, and logos to support product launches and internal branding initiatives.
- Creating custom illustrations and Figma-based micro-animations to enrich onboarding flows, empty states, and key product moments across BFSI platforms.

Senior Designer

AFour Technologies, Pune | Jun 2023 – Nov 2024

- Owned design ownership across multiple initiatives, managing stakeholder management activities while defining scope, objectives, and delivery timelines for digital products.
- Led design execution for high-impact features using structured user flows, information architecture, and prototyping, balancing usability, technical feasibility, and business priorities.
- Advanced & maintained scalable design systems, improving experience consistency & supporting multi-product deployments through standardized UI patterns.
- Partnered closely with engineering teams to translate designs into production-ready solutions, ensuring smooth design–engineering handoff & quality adherence.
- Used ChatGPT to draft and structure design documentation, stakeholder updates, and usability test scripts, streamlining day-to-day communication and freeing up time for core design work.
- Leveraged ChatGPT to accelerate competitive analysis summaries and design rationale write-ups ahead of design reviews, speeding up stakeholder alignment and decision cycles.
- Designed end-to-end experiences across wireframes, visual layers, and interaction models, supporting clear navigation and intuitive task completion.
- Executed structured validation through usability testing, design experiments, and feedback loops, enabling continuous UX optimization.
- Tracked delivery progress and key outcomes, sharing insights tied to UX metrics and delivery performance to maintain stakeholder alignment.

Product Designer

EZJobs, Pune | May 2022 – Jun 2023

- Led product feature design initiatives using user interface design & interaction design principles aligned with user expectations & business objectives.
- Conducted qualitative and quantitative user research, including surveys, interviews, and usability evaluations, to inform experience improvements.
- Applied data-driven design practices and feedback analysis to refine solutions, contributing to improved conversion rates and engagement.
- Collaborated cross-functionally to align teams, deliver cohesive solutions, and strengthen the product's design foundation for scalability.

UI/UX Designer

Maestro Intellect, Pune | Jan 2021 – May 2022

- Designed and delivered user-centric B2C interfaces with emphasis on accessibility, visual consistency, and responsive layouts.
- Developed interactive prototypes and wireframes to validate concepts through iterative stakeholder and user feedback.
- Facilitated structured design reviews, contributing to alignment on experience direction and interaction patterns.
- Coordinated closely with development teams to ensure accurate implementation and smooth execution across releases.

PROJECTS

- Collections System | Jul 2024 – Feb 2026
- Loan Origination System | Feb 2025 – Jan 2026
- Loan Management System | Dec 2024 – Jan 2026
- Design System for Lending Platforms | Nov 2024 – Apr 2025
- UI Configurator | Feb 2025 – Jul 2025
- RAHI Website | Oct 2025 – Nov 2025
- VMware Cloud | May 2023 – Feb 2024
- Contentstack Data Migration App | Jun 2023
- Exaloop
- EZJobs Mobile App iOS & Android | May 2022 – May 2023
- EZJobs Recruiter Web, iOS, Android Application

EDUCATION

- Bachelor of Engineering (Mechanical Engineering) — BMS Institute of Technology & Management, 2021
- UI/UX Design Certification — UI UX Design School

PERSONAL DETAILS

Address: Pune, 411014

Languages Known: English, Marathi, Hindi, Kannada

Date of Birth: 30th April 1998