

Prasham Chavda

Senior Product Designer

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ABOUT ME

Creative and empathetic Sr. Product Designer with an M.Des from NID and 3.5+ years of experience specializing in high-growth FinTech platforms. Expert in transforming complex challenges into simple, engaging solutions using Ethnography Research, Interaction Design, and data-backed decision-making. Proven ability to lead platform revamps and new product introductions across iOS, Android, and Web.

PROFESSIONAL EXPERIENCE

5paisa Capital Ltd. | Sr. Product Designer | Mumbai, India | Mar 2025 – Present

- End-to-end design leadership for the ETF product ecosystem, guiding a team of 2 junior designers and partnering closely with the Product Head and Engineering team to deliver a data-rich dashboard and high-conversion buy journey; strategic UX improvements led to a 34% increase in clients (12.5k to 16.8k) and an 81% surge in turnover (317 Cr to 574 Cr), while order counts rose by 52%.
- Led the design for a high-complexity algorithmic trading platform — defining the information architecture and end-to-end workflow for a technically demanding product, guiding a junior designer, and collaborating with the Product Head, Engineering, and Compliance teams from concept through launch.
- Leading UX decisions for the comprehensive 5paisa mobile app revamp — overseeing and aligning junior designers with the product team, and driving critical design decisions grounded in deep product and legacy-design expertise — aimed at improving overall accessibility and modernizing the core trading interface.

5paisa Capital Ltd. | Product Designer | Mumbai, India | Sept 2022 – Mar 2025

- Orchestrated the revamp of the navigation bar on the website, improving information findability and resulting in a measurable 9% reduction in user drop-off during critical conversion paths.
- Independently owned end-to-end design for an IPO product across website and mobile app, collaborating with Product Managers throughout — from research and information architecture through high-fidelity prototyping, using a user-intent-based hierarchy and scalable design approach to simplify discovery and streamline the journey, reducing drop-off points and delivering a launch-ready product.
- Took ownership of the platform's visual integrity by leading the UI bug testing process across the entire application suite, significantly enhancing product stability and polish.
- Drove design decisions by conducting rigorous User Research and data analysis, identifying high-leverage opportunities to optimize core trading and investment flows.

WIRIN (Wipro IISc Innovation Network) | Design Internship | Bangalore, India | Feb 2021 – June 2021

- Contributed to the design of the 'Autonomous Vehicle Simulator' product by following a complete design process backed by Secondary and Primary research.
- Derived user-centric solutions through thorough evaluation of existing products, resulting in validated design solutions.
- Produced wireframes, prototypes, and visual designs for the computer application, performing user testing to validate design against user feedback.

EDUCATION

National Institute of Design (NID) | Master of Design (M.Des.) | New Media Design | 2021

Relevant coursework: Problem Solving, Ethnography Research, Speculative Design, HCI, Interaction Design, User-Centered Design, Design Thinking, Information Architecture, and User Research.

GTU | Bachelor of Engineering (B.E.) | Automobile Engineering | 2017

Relevant coursework: Automobile Design.

CORE SKILLS

Design & Tools: Figma, Sketch, Adobe Creative Suite, Figjam, Wireframing, Hi-Fidelity Mockups, Figma Make, Cursor AI, Framer, Lovable.dev, Replit, Adobe XD, Maze, Axure RP, Miro, Power BI, Looker Studio, Tableau, Google Analytics, Jira, Notion, ChatGPT, Claude Code

Research & Strategy: User Research, Ethnography Research, User Testing, Information Architecture, User-Centered Design, Data Analysis, Design Thinking, User Interviews, Contextual Inquiry, Usability Testing (Moderated & Unmoderated), Heuristic Evaluation, UX Audits, Competitive Analysis, Affinity Mapping, Thematic Analysis, Journey Mapping, User Personas, Double Diamond, WCAG 2.2 Accessibility, UX Metrics & KPIs

Domain & Process: FinTech, Discount Brokerage, Mobile/Web Platforms (iOS, Android), Cross-Functional Collaboration, Agile Development, Adaptability