

# Hi, i am Abhishek Chauhan\*

UX Strategist | HMI Designer | Product Designer | Researcher

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Experienced UX Designer with **11+ years of expertise** in AI-powered UX strategies with scalable, business-focused design systems. Proven track record in leading teams and delivering high-impact individual contributions. Designs consistently to drive exponential engagement growth, improved conversions, and enhanced operational efficiency. Skilled in translating business goals into user-centred design solutions.

## WORK EXPERIENCE

### EY | SENIOR CONSULTANT

2022 – PRESENT

At EY my role is to craft a secure, data-informed & user-centric experiences. Successfully built and led the UX function from the ground, including full lifecycle design of financial platforms-from research and regulatory alignment to wireframes and scalable design systems. I also improve engagement, optimise flows, & increase efficiency through AI-driven UX strategies. Adept at **aligning business goals with user needs in high-compliance environments**.

### YAPSODY | USER EXPERIENCE LEAD

2018 – 2022

Founded & led the entire UX team at Yapsody, designing the full user experience from the ground up-including user research, stakeholder alignment, IA, wireframes, branding, and UI & UX execution-resulting in significant increases in engagement and product adoption.

### TATA ELXSI | USER EXPERIENCE DESIGNER

2015 – 2018

I'm responsible for implementing user research methods, information architecture, wire framing, prototyping, and executing visual design to deliver comprehensive, user-centred solutions.

### NILKAMAL | INDUSTRIAL DESIGNER

2014 – 2015

At Nilkamal I worked highly skilled and innovative designer with expertise in executing industrial designs and forecasting trends for each season. Experienced in translating market insights into functional, aesthetically compelling products and seasonal design strategies

## FEW CONTRIBUTION

- Product Of The Year award 2015, 2016 for TAIS VVX
- CX Award 2017 for Multichoice - Issue Management Experience

## EDUCATION & SKILLS

### NIFT

B. DES, 2009 – 2013

### SKILLS

- User Interviews
- Usability Testing
- Wire framing
- Prototyping
- Information Architecture
- Interaction Design
- Design System Creation
- Cross-Functional Collaboration
- Feedback Integration
- Documentation

### TOOLS

- Figma
- Sketch
- Axure
- Invision
- Miro
- UserTesting
- Hotjar
- Crazy egg
- Google Analytics

## DOMAIN WORKED ON

- Automotive HMI
- Non-Automotive HMI
- Augmented Reality
- Desktop Applications
- Web Application
- Mobile Applications
- Product Design