

Chaitanya Gaddamwar

UX/UI | Product Designer

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Experience

UX/UI Design Consultant

Azodha, Pune, India | Oct 2023 – May 2024

- Assisted senior UX designers in creating and refining design systems.
- Collaborated closely with developers to align design with technical feasibility.
- Attended client meetings to gather requirements and enhance design decisions.
- Used Jira to create and manage tickets for tracking design-development discrepancies.
- Ensured development implementation matched the intended design vision.
- Created interactive prototypes to improve understanding of product features.

Visual Design Consultant

Social Bee Media, Pune, India | July 2022 – Aug 2023

- Developed and implemented design systems, ensuring brand consistency across digital platforms.
- Created motion graphics and micro-interactions to enhance user experience.
- Led creative direction for digital campaigns, focusing on user engagement and retention.

Creative Design Consultant

FCB Kinnect, Mumbai, India | Aug 2021 – June 2022

- Assisted Sr. Art Directors in conceptualizing and executing large-scale brand campaigns.
- Designed digital and social media campaigns for brands like MX Player, IFFCO Tokio, Reliance Digital, Amazon Fresh, and HDFC Bank.
- Played a key role in multiple award-winning social media campaigns.
- Recognized for significant contributions to high-impact marketing initiatives.

Senior Visualizer

Xebec Communications, Pune, India | Aug 2019 – Nov 2020

- Worked on motion graphics and video editing for multiple brand campaigns.
- Learned and applied motion design techniques to enhance brand storytelling.
- Collaborated with junior and senior designers on large-scale campaigns.
- Took initiative in pitching campaigns and presenting creative ideas to clients.

Graphic Designer

Valens Advertising, Pune, India | Jan 2018 – Aug 2019

- Designed promotional materials, infographics, and social media assets.
- Developed website and app mockups, enhancing user engagement.
- Assisted senior designers in creating assets for motion graphics and video editing.

About me

I'm a multi-disciplinary designer with over **5.5 years** of experience in visual and motion design, including **1.5 years of hands-on work in UX/UI design**. My work across different design domains helped me realise that design is not just about how something looks or feels. It is more about finding a balance between user needs and business impact by creating solutions that help the organisation grow in a practical and sustainable way.

Education

MSc. in Human Computer Interaction

University College Dublin | 2025

- Designed a Generative-AI based storytelling app for parents and kids. [Link](#)
- Designed an eco-habit building app for raising awareness amongst GenZ regarding carbon footprint. [Link](#)
- Designed a spooky and fun website (GhostPost) to raise awareness regarding the excessive use of social media. [Link](#)
- Gained knowledge on UX methodologies and methods, fairness in use of AI, biases in LLM's in the context of HCI.

Bachelor of Commerce

Pune University | 2015

- Cleared CA IPCC Group-I along with B.com, gaining strong financial and business knowledge.
- Developed a business-oriented mindset, which allowed me to apply monetary and strategic thinking in UX design.
- The knowledge gained here allowed me to integrate business acumen with design thinking that leads to creation of user-centric yet commercially viable solutions.

Skills

UX Design

Design Thinking, Desk Research, Competitor analysis, User journey, Empathy mapping, User interviews, User surveys, Usability testing.

UI Design

Low-fidelity wireframes, Hi-fidelity wireframes, Design systems, Responsive design, Atomic design, Micro-interactions, Prototyping

Visual Design

Brand guidelines, Typography, Identity design, Color guides, text guides, Social media design, Motion graphics.

Software Skills

Adobe creative suite, Figma, Lovable, Miro, Trello, Jira, Maze.

Other Skills

Individual contributor, Team player, Leads initiatives, User-centred designs, Business focused designs, Design Strategy, Cross-functional collaboration, Open to feedback.

Socials

