

Chaitanya Gaddamwar

Product Designer | Based in Dublin, Ireland (*Stamp-1G*)

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[LinkedIn](#) | [Portfolio](#)

A multi-disciplinary designer with around 6 years of experience across product, motion, and visual design, specifically 2 years focusing on Product & UX design for B2B and B2C digital products. I have experience of solving problems grounded in user needs, research, and systems thinking, while aligning design decisions with a clear business impact.

Experience

UX/UI Designer | Azodha, Pune, India

Oct 2023 – May 2024

- Improved the appointment booking flow in a B2B healthcare SaaS platform to reduce confusion and speed up scheduling for front office staff, which increased task success rate from 42% to over 70%. [View Project](#)
- Improved 3 core user flows in a patient app to simplify daily health tasks, reducing drop-off in the habit setup flow from 60% to 18%. [View Project](#)
- Built and maintained client-specific UI components for their design system, ensuring WCAG 2.1 accessibility compliance through colour contrast, font size, and touch target audits, while also designing edge cases and contributing to UX copywriting across the product.

UI/Visual Designer | Social Bee Media Pvt. Ltd., Pune, India

July 2022 – Aug 2023

- Designed a service booking app for Schaar from 0 to 1, owning wireframes, user flows, and visual design, while also leading art direction for their brand launch campaign.
- Led the UX and visual design for apps and e-commerce websites spanning clients across education, FMCG and hospitality sectors.

Creative Design Consultant | Kinnect, Mumbai, India

Aug 2021 – June 2022

- Designed for global brands including MX Player, Lenovo, Amazon Fresh, IFFCO Tokio, HDFC Bank, etc. spanning performance ads, OTT promotions, and social media campaigns.
- A/B tested ads for OTT campaigns, FMCG and FMEG clients, resulting a substantial increase in overall engagement rate.

Senior Visualizer (Visual & Motion) | Xebec Communications, Pune, India

Aug 2019 - Nov 2020

- Led the digital campaign launch for Elpro City Square in PCMC, delivering motion graphics, static creatives, and contributing to UX/UI for their app.
- Led motion and visual design for Pride Purple Group's luxury real estate campaigns, crafting premium creatives targeted at high-net-worth individuals across digital channels.

Graphic Designer | Valens Advertising, Pune, India

Jan 2018 - Aug 2019

- Designed campaign ads and promotional creatives for clients across healthcare, real estate, FMCG, and education sectors.
- Produced brand films and ad videos for leading brands, developing motion graphics end-to-end as part of a senior-led creative team.

Education

MSc. in Human Computer Interaction | University College Dublin, Ireland

2024 – 2025 | 3.72 GPA (First Class with Honours)

- Designed a Generative-AI based storytelling app for parents and kids. (Grade A+) [View Live App](#)
- Designed an eco-habit building app for raising awareness amongst GenZ and millennials regarding carbon footprint. [View Project](#)
- Designed a spooky and fun website (GhostPost) to raise awareness regarding the excessive use of social media. [View Website](#)

Bachelor of Commerce | University of Pune, India

First Class with Distinction (70.58%)

Skills

- **UX Design:** User research, usability testing, user journeys, interaction design, information architecture, UX copywriting, A/B testing
- **UI Design:** Wireframing, design systems, responsive design, micro-interactions, prototyping, vibe coding
- **Visual Design:** Brand identity systems, typography, visual hierarchy, marketing assets, motion graphics
- **Design Approach:** User-centred design, systems thinking, cross-functional collaboration, AI assisted workflows
- **Software Skills:** Adobe Creative Suite (Illustrator, Photoshop, After Effects, Premiere Pro), Figma, Miro, Jira, Maze, Lovable, Framer, Lottie, Claude Code, Magic Patterns, HTML and CSS