

Chaitanya Gaddamwar

Product Designer

Based in Dublin, Ireland (Stamp-1G)

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Experience

UI/UX Designer

Azodha, Pune, India

Oct 2023 – May 2024

- Designed and refined UI components aligned with an existing design system, supporting scalable product delivery.
- Collaborated with developers to ensure design feasibility and reviewed implemented screens to identify and resolve UX and UI inconsistencies before final delivery.
- Contributed to a patient app, focusing on key user flows, interaction details, and usability improvements. [Link](#)
- Improved usability of the appointment booking flow within a white-labelled B2B healthcare platform, ensuring clarity and scalability across multiple clients. [Link](#)

Visual/UI Designer

Social Bee Media, Pune, India

July 2022 – Aug 2023

- Built and maintained design systems to ensure consistent visual language across websites, social media, and marketing assets.
- Designed visual and interaction design for digital experiences, prioritizing clarity and user engagement.
- Improved visual hierarchy and information clarity across marketing campaigns and landing page designs..

Creative Design Consultant

FCB Kinnect, Mumbai, India

Aug 2021 – June 2022

- Contributed to the concept and execution of large scale brand campaigns by working closely with senior art directors.
- Designed digital and social media creatives for brands including MX Player, IFFCO Tokio Gen. Insurance, Lenovo India, Amazon Fresh, Polycab India, and HDFC Bank.
- Contributed to award winning social media campaigns through creative visualization, layout decisions, and execution quality.
- Earned recognition within the team for consistent contributions to high visibility and high impact marketing work.

Senior Visualizer

Xebec Communications, Pune, India

Aug 2019 – Nov 2020

- Created motion graphics and edited videos for multiple brand and marketing campaigns.
- Applied motion design principles to support brand storytelling and visual consistency.
- Collaborated with designers across different experience levels to deliver large scale campaign assets.
- Proactively pitched creative concepts and presented design ideas during internal reviews and client discussions.

Graphic Designer

Valens Advertising, Pune, India

Jan 2018 – Aug 2019

- Designed promotional materials, infographics, and social media assets with a focus on visual clarity and consistency.
- Created website and app mockups that supported clearer layouts and improved user engagement.
- Supported senior designers by preparing design assets for motion graphics and video content production.

About Me

A **multi-disciplinary designer** with over **5 years** of experience across product, motion, and visual design, including nearly **2 years** focused on **UX/UI design** for B2B and B2C digital products. I focus on solving problems grounded in user needs, research, and systems thinking, while aligning design decisions with a clear business impact.

Education

MSc. in Human Computer Interaction

University College Dublin, Ireland

Sept 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, India

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, Exploring AI tools, Open to feedback.

Socials

