

Chaitanya Landge

user experience enthusiast

+91 8390322529

chaitanya.r.landge@gmail.com

Chaitanya's Portfolio

www.linkedin.com/chaitanya-landge

I strongly believe that design has the power to change the world for the better. As a product designer with a background in mechanical engineering, I am passionate about creating user-friendly and engaging experiences. **What if every interaction felt like a warm hug?** That is the kind of impact I strive to make through my work.

Education

MIT Institute of Design, Pune

B.Des, Product Design
July 2018 - June 2022

JSPM Polytechnic, Pune

Diploma in Engineering (D.ME) - Mechanical Engineering
July 2013 - May 2017

Cygnets Public School, Pune

school, Batch of 2013
May 2013

Skills

Design skills

- 3D modelling
- Interaction design
- Interface design
- System thinking
- Information Architecture
- Design system
- Strategy design
- UX research
- Sketching
- Wireframing
- User Flows
- Prototyping
- Conceptualization

Soft Skills

- Clear communication
- Business thinking
- Presentation
- Team work
- Story telling
- Collaboration
- Flexibility

Tools

- Figma and FigJam
- Adobe CC suite
- 3d - Rhino 3d, Fusion360
- 3M VAS

Experience

Show.my.MRP

UX/UI Designer
(Jan 2023-Ongoing)

- Responsible for designing a e-commerce with collaboration with coders and investors
- Conduction user research, and communicating insights

UX

UI Design

ICS DESIGNS

Product Designer
February 2022- June 2022

- I was involved in the designing of a car air freshener system for a brand called NOVON (a subsidiary of ICS Designs).
- Carried out extensive research to ideate and birth a Multi-Sensorial approach to the improve user experiences of stakeholders.
- Generated 8+ directions with 2+ CMF options each with interactive features.
- Single-handedly worked on developing 5+ forms and a working prototype. from 3d-modeling working mechanism to 3D printing, I successfully achieved a 40% improvement in the longevity of the air freshener. The developed concept will be ready to provide fragrance on its launch in the year 2024.
- Apart from Product design, I also worked on creating 3D renders and 3d animation that effectively communicate the working of the product.
- I have gained knowledge in form development, plastic molding, quality control, tool design, and sketching.

Automotive UX

Product Design

3D Modeling

STARYA

Graphic Designer (freelance)
March 2022 - August 2023

- Single-handedly did the Branding for their upcoming Startup company named Starya which had the vision of Converting an old petrol moped into an EV bike that was adapted for urban riding.
- Worked on making captivating graphics for advertisements on social media I also designed an appealing landing page and eye-catching infographics, improving retention. It was featured in a TV show known as Shark Tank and raised 2 million (Rs,16.3crore)

Automotive graphics

UI design

Geeksynergy

UX/UI Designer
April 2021 - Oct 2021

- I was involved in the development of two apps MYAN CLINIC and ZYDUS RCPA both were primarily for medical purposes.
- As Myan Clinic was a medical assistant we Carried out extensive user research to ideate which facilitated users with features like finding doctors book appointments and managing prescriptions.
- Generated 35+ system features with in-depth flow analysis and mapping.
- Single-handedly worked on re-designing 50+ screens for a clinic app for patients and doctors. Through restructuring the application's information architecture, I successfully achieved a 50% improvement in user navigation speed. The updated screens have been implemented, and the app is currently live and actively utilized.
- I contributed to creating an improve UX of a management app named ZYDUS RCPA. The app is now used and live with the new designs enhancing productivity for medical suppliers, retailers, and drug stores.
- Designed an easy-to-understand "menu" in the app.
- Worked on several additional minor with tight deadlines and successfully delivered them by working with the developers team.

UX research

UI developments

Other Experience

ROOTIVATE

Product Photography
2021

- A Pune based startup that curates healthy food products
- Created short product advertisement showing product details like ingredients, flavors and packaging
- Identifying current trends and strategies the contents

Visual design

Presentation

PERSPECTIVE FILMS

Art Direction
2019

- Contributed to making presentations for the production team and sourcing the props.
- Conceptualized setups according to the scene, collaborated with diverse teams of 100+ people, ensured color continuity, and maintained prop and makeup consistency.

Sourcing

Continuity