

CHAKSHU KHANNA

UI/UX Designer

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🌐 khannachakshu

🌐 chakshu.design

EXPERIENCE

Care Health Insurance

September 2022 - Present

UI/UX Designer

- Redesigned the landing page, resulting in a 75% increase in lead generation, enhancing user engagement and conversion rates; significantly improving the average time spent on the page.
- Played a key role in expanding the team from 2 to 6 members, mentoring new hires to become skilled designers, enhancing the team's capacity and diversity of skills.
- Developed a foundational design system for internal apps and dashboards, significantly reducing design and prototyping time, enhancing consistency and development velocity
- Established a flexible design support system, handling over 50-100 ad hoc requests per quarter capable of meeting critical timelines.
- Bridged the gap between design, product, and business goals by conducting hands-on design workshops for Product team, enabling them to prototype quickly and accurately during project development

bip.so

July 2021 - April 2022

UI/UX Design Consultant

- Worked side-by-side with the engineering team, designing and prototyping flows for features and ensuring proper implementation.
- Helped 2x studio creation every quarter by adding new features and improving the overall product.
- Drew insights from user feedback to improve design and retain users.

CERTIFICATIONS

Google UX Design Professional Specialization

Google (Coursera)

Professional training for UX design by Google- [Certificates](#)

User Interface Design

IIT Roorkee (NPTEL)

4-week course to learn different aspects of User-Interface Design, emphasizing on virtual media platform by IIT Roorkee- [Certificate](#)

Understanding Design Thinking & People Centered Design

IIT Kanpur (NPTEL)

4-week course to understand the notions of Design Thinking and People Centered Design- [Certificate](#)

PROJECTS

Redesign of a Music Streaming App- [Substack Post](#) and [Figma File](#)

Critiqued and redesigned a music streaming app reimagining the design and flow to be more consistent and user friendly.

SKILLS

UI/UX:

- User Research
- UX Writing
- Wireframing
- Prototyping
- Micro-copy
- User Journey Mapping
- HTML
- CSS

Software:

- Figma
- Miro
- Adobe Suite

Content Strategy:

- Copywriting
- Mind Maps
- Content Marketing

EDUCATION

B.C.A.

Manipal University Jaipur

2018-2021

8.52 GPA

10+2

CBSE- Sri Venkateshwar Int. School

2017

68.5%

10

CBSE- Sri Venkateshwar Int. School

2015

8.4 CGPA

EXTRA-CURRICULARS

Intro to Psychology

Yale University (Coursera)

[Certificate](#)

Consumer Buying Behavior

IIM Bangalore (SWAYAM)

[Certificate](#)

Introduction to Banking and Financial Markets

IIM Bangalore (SWAYAM)

[Certificate](#)

The Strategy of Content Marketing

UC Davis (Coursera)

[Certificate](#)