

Akshay Chauhan

Senior Product Designer

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SUMMARY

Senior Product Designer with 9+ years of experience, including 6+ years owning end-to-end product design for consumer web and mobile products in healthcare diagnostics. Ships measurable outcomes: homepage drop-off down 27%, web conversion from 7% to 9.5%, and ROAS from 38% to 130%. Depth across product discovery, journey redesign, design systems, and usability research.

SKILLS

Product Design: Product discovery and UX strategy | End-to-end journey design | Information architecture | Mobile-first and responsive design | 0-to-1 product design | Design systems | Accessibility-aware UI (WCAG)

Research and Data: Qualitative user research | Usability testing | Journey mapping | User flows | Wireframing | Prototyping | Funnel and conversion optimization | UX metrics and KPIs | Data-informed decisions

Ways of Working: Agile and Scrum | Cross-functional collaboration with Engineering and Product | Stakeholder alignment | Developer handoff and design QA | GTM alignment | HealthTech and regulated products

Tools: Figma | Prototyping | Design tokens | Claude | AI-assisted design and build workflows

PROFESSIONAL EXPERIENCE

Comet

Product Design Consultant (Freelance) | Jun 2026 - Present

- Leading the end-to-end redesign of the brand's D2C e-commerce experience - home, category and product-listing pages, product discovery, and navigation - working directly with the founding team.
- Building the brand's design system from the ground up - tokens, semantic type and color scales, components, and interaction patterns - delivered as the working standard for the engineering team building the site.

Independent (Freelance)

Product Design Consultant | Jan 2026 - Present

- Dr. Agarwal's Eye Hospital: designed a counsellor-facing dashboard used in consultation to help patients make informed treatment decisions, and an outreach-camps dashboard tracking patient volume, engagement, and per-camp unit economics.
- LuminForge: brand identity and marketing website, currently in production.

Orange Health Labs

Senior Product Designer | Dec 2021 - Jan 2026

- Owned the UI/UX vision and design roadmap for core consumer products (web and app) at a diagnostics platform, leading the full design lifecycle from discovery to launch in an Agile/Scrum environment. Embedded in the consumer squad of a 55-person product and engineering organization (7 PMs, 4 designers, 6 QA, ~37 engineers), reporting to the Head of Product.
- Led an end-to-end redesign of the consumer journey across web and app - journey mapping, user flows, wireframes, high-fidelity prototypes, and usability testing - targeting trust, accessibility, and discovery gaps. Reduced homepage drop-offs by 27% and increased web conversion from 7% to 9.5%.
- Designed Assisted Purchase, placing help at the points of highest drop-off in the order flow through three routes - callback, WhatsApp, and prescription upload: +7.4% checkout conversion, 34% conversion on assisted callbacks, and +2.03% total orders.
- Led the 0-to-1 design of Neo Reports, turning static PDF lab reports into a mobile-first interactive product, working directly with the Head of Product as acting PM from problem framing to release; post-launch survey reported 91% usability satisfaction.
- Designed Health Profile, restructuring fragmented medical history into a longitudinal health record built for both patients and caretakers, setting the information architecture for future health-data features.
- Defined and scaled a unified design system and brand-aligned UI guidelines across web and mobile, built into coded components by engineering and adopted as the working standard by the consumer-product design team.

Daily Digital

UI/UX Designer | Jan 2019 - Apr 2021

- Designed and shipped end-to-end websites, landing pages, and product experiences for Dabur, Nestlé (Maggi, Nangrow), Razorpay, Alibaba Group, and Churchill Shoes - discovery, UX flows, UI, and developer handoff on fixed campaign timelines.

Senior Graphic Designer | Dec 2016 - Jan 2019

- Led campaign design across brands: PayTM-Citibank card launch, Amazon EBC for 20+ FMCG products.

EDUCATION

iMET Academy | Digital Marketing Certification | 2014 - 2015

University of Delhi | Bachelor of Commerce | 2012 - 2014