

Sradha Chavara

UI/UX Designer

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📍 Delhi, India

📁 Portfolio

🌐 Professional Profile

Skills

- User Interface Design
- User Experience Design
- User testing
- Interaction Design
- User Profiling
- Information Architecture
- User Research
- Design System
- Prototyping
- Visual Design
- Wire framing

Software Tools

- Figma
- Sketch
- Framer
- Photoshop
- Illustrator
- Adobe XD
- After Effects

Languages

- English
- Malayalam
- Hindi
- Tamil

Education

National Institute of Design, Bangalore

M.Des Design for Retail Experience Dedsign
2020 Batch

National Institute of Fashion Technology, Chennai

B.Des Fashion Communication
2013 Batch

Baker Vidhyapeeth Senior Seconday School, Kerala

Primary & High School
2001 Batch



Hello!

I am a UI/UX designer with passion about creating intuitive, visually compelling experiences where design meets problem-solving. With experience exclusively in product-based companies, I craft user-centered solutions that not only delight users but also solve real-world challenges. I thrive in environments where design drives product strategy and business impact.

Experiences

WinZo Games Pvt Ltd ----- July 2023-Present

UI/UX Designer

Product Ownership & Strategy

- End to End Ownership: Led the full cycle design (UX/UI) of ZO TV, a global micro-drama platform. Successfully managed the product from MVP to a standalone application, achieving a peak 78% user retention rate through iterative design improvements. Resulting the app to have 1 million downloads in Google playstore within 3 months of launch.
- Conversion Optimisation: Crafted high converting signup flows, subscription models, and payment gateways. Developed specialised retention strategies that directly boosted long term user engagement and LTV (Lifetime Value).
- Game Economy & Growth: Redesigned core game formats like Ludo, Snake & Ladders, Mines, Joker poke etc and engagement features including tournaments, loyalty programs, and daily missions resulting in a 47% reduction in user drop-offs.

Data-Driven Design & Validation

- A/B Testing & Iteration: Spearheaded A/B testing initiatives for new features, utilising user data and heat maps to validate design hypotheses and refine interface elements for maximum impact.
- Design UAT (User Acceptance Testing): Owned the Design UAT process, conducting rigorous quality checks post-development to ensure visual and functional fidelity matched the original design specifications.
- Multi-Platform Ecosystems: Designed comprehensive B2B and B2C web platforms for developers and investors, simplifying complex data sets into intuitive, user centric designs.

Cross-Functional Collaboration & Engineering

- End to End Dev Sync: Collaborated daily with frontend and backend developers to ensure seamless design implementation, navigating technical constraints while maintaining high quality user experiences.
- Design Systems & Scalability: Developed and maintained a centralised Design System, standardising UI components across Android and iOS. This reduced developer handoff and delivery time by 20%.
- Cross Disciplinary Leadership: Partnered with motion designers, graphic artists, and product managers to align brand aesthetics with product functionality. Led team in figma workshops to optimize the broader design to dev workflow.
- AI & Innovation: Represented the design team in internal hackathons, building AI-integrated automation tools to streamline game asset workflows and rapid prototyping.

Samsung Research & Development Institute ----- Sept 2022 – Mar 2023

UX Designer (Intern / Design Trainee)

- Part of the IoT team focused on enhancing video call experiences for next generation devices.
- Executed end to end qualitative research: desk research, stakeholder interviews, user interviews, data synthesis, and analysis.
- Developed research plans, interview guides, and participant criteria to inform the study.
- Conducted 11 in depth interviews to understand user content consumption behavior, motivations, and preferences.
- Synthesized findings into actionable design insights, influencing product, design, and tech teams.

Tata 1mg Healthcare Pvt. Ltd ----- Jun 2023 – Jul 2023

Design Consultant

- Led visual branding for new physical stores in Jaipur, Mumbai, and Delhi, ensuring cohesive brand identity.
- Managed a team of 4 designers to implement new branding across marketing materials and in-store displays.
- Collaborated with store designers, merchandisers, and management to enhance product visibility and launch success.

Chavara Ad Media ----- Oct 2019 – Sept 2020

Graphic Designer

- Designed digital and print ads for clients and managed social media creatives.
- Participated in client pitches and branding strategy discussions.

Mokksha Designs Pvt Ltd ----- Oct 2018 – Oct 2019

Visual Designer

- Handled full print and digital design operations for seasonal collections.
- Initiated a new role to conceptualize and pitch design ideas, becoming a key part of the office's design department.

Fashor Lifestyle Pvt Ltd ----- Jun 2017-Feb 2018

Graphic Designer + Stylist

- Managed all social media marketing designs and redesigned e-commerce homepage, increasing orders by 68% within weeks.
- Conducted meticulous product photoshoots for digital and print campaigns.
- Designed packaging and branding materials to strengthen brand presence.

Notable Works

ZO TV

[Check Design](#) →

Designed the end to end UX/UI strategy for ZO TV, a global "vertical first" micro drama platform. Transitioned the project from its initial MVP to a high-performance standalone app which reached 1M+ downloads, achieving a massive jump in user retention from 42% to 78%. By engineering seamless subscription models, optimized "one hand" navigation, and a standardized cross platform design system, helped scale the service into international markets like the US and Brazil. This project remains a key case study in balancing rapid global expansion with data driven design iterations.