

Avipsa Priyadarsini Chopdar

Product Designer

Experience

Sr. Product Designer

Cargill | Dec 2017 - Present

- **Increased user engagement by 32% within 30 days** by redesigning the home screen for a pet consultation app with a more intuitive and engaging user interface.
- Designed marketing and branding materials that **boosted app usage and new user onboarding by 20–30%** through visually appealing and cohesive designs tailored to user needs.
- Analyzed product performance by tracking key metrics and KPIs to measure the success of an agricultural app(SaaS product) and making data-driven decisions to optimize its performance. **This resulted in a 20% increase in adoption rate after implementing the onboarding screen and help videos.**
- Created user flows, wireframes, and prototypes while conducting user tests, **reducing development time by 15% through actionable insights from A/B testing and Guerrilla Testing**, which helped refine designs.
- **Created Cargill's design system** which accelerated the **design-to-development process by 25%** and reduced inconsistencies across products by creating a scalable and WCAG-compliant design system."
- Delivered impactful talks on **Product Psychology and Making Design Accessible to Everyone.**
- Led a team of UI/UX designers, improving productivity and design quality by establishing a structured feedback loop, which resulted in quicker turnaround times and consistent delivery of high-quality designs.
- **Reduced hiring cycle by 30%** and expanded team diversity by implementing a streamlined recruitment process and targeted outreach, **resulting in 7 successful hires.**

UI/UX and Graphic Designer

UX Interface Pvt. Ltd | May 2016 - Oct 2017

- In charge of designing an identity package that included posters, newsletters, infographics, brochures, banners, logos, and **design research for over 50 clients, including the Bahubali movie social media poster by Hamsini Production.**

Graphic Designer

TalentQuest | May 2015 - Feb 2016

- Developed numerous marketing programs (logos, brochures, newsletters, infographics, presentations, and advertisements), **E-learning courses for GE's different sectors like: GE Electricals, Locomotives, Transportation etc.** and guaranteed that they exceeded the expectations of our clients.

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Education

MBA in Human Resource Management

Indira Gandhi National Open University (IGNOU)
Aug 2011 - Dec 2013

B.Tech in Textile Technology

Biju Patnaik University of Technology
Aug 2004 - May 2009

Skills

Design

User Experience, Interaction Design, User Interface, Wireframing and Prototyping, Low-High Fidelity Mockups, Visual Design.

Research

User Interviews, User Testing, Information Architecture, Journey Mapping, Quantitative and Qualitative Analysis, A/B Testing, Competitor Analysis, Design Strategy.

Software

Sketch, Figma, Adobe XD, Invision, Keynote, Adobe Creative Cloud, Canava, Miro, Mural, Figjam, Confluence, ClickUp, Azure DevOps.

Visual Design

Poster Design, Branding, Typography, Iconography, Web design.

Awards

Winner Designerrthon Contest

Secured 3rd place at the **national-level Designerthon Contest hosted by IIT Guwahati** for designing an app addressing Covid-19 pandemic-related issues.