

# LALITA SHRIPAD CHAVAN

UI + UX DESIGNER

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## SUMMARY

UI/UX Designer with **3+ years of experience** delivering user-centered digital products by combining research insights, systems thinking, and strong visual execution. Designed applications used by **7,000+ surgeons and 1,300+ surgical trainees**, simplifying complex workflows and reducing cognitive load in high-stress environments. Skilled in user research, interaction design, high-fidelity prototyping, usability testing, and cross-functional collaboration. **Dual master's graduate in Information Experience Design from Pratt Institute and Interaction Design from Monash University.**

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## EDUCATION

Pratt Institute, New York City   Master of Science, Information Experience Design	Jul 2022 – May 2024
Monash University, Melbourne, Australia   Master of Design, Interaction Design	Aug 2017 – Jun 2019
University of Mumbai, Mumbai, India   Bachelor of Engineering, Electronics and Telecommunication	Aug 2010 – Jun 2014

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## EXPERIENCE

**User Experience Designer and Researcher** | Center for Digital Experiences, New York City Jul 2022 – May 2024

- The Henry Ford Museum, Michigan** - Analyzed website traffic and social media data for a museum serving 1.7M annual visitors. Discovered Instagram drove the highest quality sessions (**62% conversion rate**), despite having the lowest traffic volume (~10%). Delivered a data-backed recommendation to shift social strategy toward Instagram audience growth.
- Airpals, New York** - Conducted remote moderated **usability testing with 11 participants**, uncovering friction points in the ordering flow - including unclear parcel detail instructions that caused hesitation. Delivered targeted recommendations that improved order form clarity and order completion.

**User Experience Analyst** | Royal Australasian College of Surgeons, Melbourne, Australia Dec 2019 – Sep 2021

- Simplified mandatory compliance activity logging for **7,000+ surgeons and 1,300+ trainees** by redesigning a **4-step manual form to a 2-step guided flow** with 50% of the fields pre-populated resulting in a reduced cognitive load for surgeons.
- Redesigned professional development activity logging into a **mobile-first experience**, enabling real-time logging and **reducing average activity logging time by 40%** compared to the legacy desktop-only system.
- Conducted 42 user interviews** and synthesized findings into a problem statement that guided product direction. Turned those insights into high-fidelity prototypes, validating across 6 usability testing sessions and reducing redesign iterations.
- Collaborated cross-functionally with QA and engineering, writing **actionable user stories** and supporting efficient sprint-based delivery.

**User Experience Junior Analyst** | Royal Australasian College of Surgeons Feb 2019 – Dec 2019

- Owned **end-to-end design and implementation of 30 intranet pages** within LiveTiles and SharePoint constraints, serving 50 internal staff across the organization.
- Established the organization's **first digital style guide** based on Material Design principles, standardizing design language across corporate digital assets.
- Designed **information architecture and personas** that shaped intranet's structure and navigation.

**Software Engineer** | Accenture, Hyderabad, India Sep 2014 – Apr 2016

- Implemented and maintained SAP-ABAP invoicing systems, gaining understanding of technical constraints.

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## SKILLS

**Design** - AI-Assisted design and development, User Research, Persona and Journey mapping, Wireframing and Prototyping, Interaction Design, Visual Design, Design system, Usability Testing, Accessibility, Information Architecture.

**Tools** - Figma, Claude code, Adobe Illustrator, XD, Photoshop, InDesign, InVision, Sketch, Unity 3D, Looker Studio, Jira, Confluence.

**Technical** - HTML, CSS, Javascript, C#, Git.