



Kunal Chaudhary

www.kunalchaudhary.com

Highly competent UX designer with over 9 years of experience developing gaming and financial applications for users worldwide.

I am based in Dublin and I hold a Stamp 4 Visa.

April 2022 - Present

Dublin

UX Designer II at Digit Games, Scopely

Lead UX Design for Complex features and content releases.

- **Set the UX design direction** for a game with intricate mechanics, enhancing overall player experience.
- **Collaborated** closely with Product Managers and Engineering teams to define and design feature and content releases.
- Developed features that **increased engagement** among top-tier players.
- Created a **user-centric First-Time User Experience (FTUE)** to boost feature adoption and overall engagement.
- Implemented a new design methodology, **reducing production time by approximately two weeks.**
- Designed **new components for the Star Trek Design System**, streamlining future development efforts.
- Gathered stakeholder feedback to facilitate the rapid execution of projects.
- Conducted UX research and incorporated feedback to continuously improve design outcomes.
- Mentored junior UX designers and advocated for best practices in UX.

March 2019 -
February 2022

Bengaluru

Sr. UX/UI Designer at Game Show Network, Scopely

I was an Individual contributor and was in charge of the UX for GSN Games- Casino division.

- **Define UX** for GSN Casino app by leading the definition of product goals, user needs, and game design requirements in collaboration with key stakeholders.
- Designed features that doubled the revenue in 2 years by developing new design methodologies.
- Increased player retention by introducing new First Time User experience Practices based on research conducted by me.
- Used **HCI methodology** to design solutions that aligns with product expectations, scope, goals, and specifications.
- Review existing **player research and data** to increase understanding of player's needs, motivations and pain points to apply them in design solutions.

April 2015 -
January 2019

London, Singapore,
Mumbai

Sr. User Experience Designer at KyePot Technologies Pvt. Ltd.

Initially served as an individual contributor, shaping the UX for the product while overcoming challenges in the development process.

- Designed a **custom solution for Barclays UK and Kenya**, integrating client branding onto the platform from ground up.
- **Managed** various stakeholders to gather feedback and pushed for the best user oriented solution.
- **Internationalized** the core product for diverse markets.
- **Implemented the UX process** for the company, streamlining development workflows.
- Conducted **multiple A/B tests** to optimize user experience.
- Played a key role in building a team dedicated to **delivering tailored solutions** that met client needs.
- Managed and trained junior designers and advocated for best UX practices across the organization.

December 2011 -
March 2014

Gurugram, India

Web Designer at Chaos Global

A broad, tight deadline driven role, involving web & communication design.

Clients and Work:

- TAJ Group of Hotels- Designed **Website UX** for their Loyalty program (UX & UI Design).
- Partnership with Wolff Olins for Noor Bank- Environment experience design.
- Michelin Tyres- Environment experience design for Stores across India.

Education

2018
Certified Usability Analyst
Human Factors International

2014 - 2015, (2:1)
MS - Marketing & Brand Management
Kingston University, London

2008 -2012
B.Des, Major Digital Design for Fashion
Symbiosis Institute Of Design, Pune

Technical Skills

- Design Thinking
- Design Ideation
- UX - Research, Strategy, Testing and Validation
- UI - Low/Hi Fidelity Mockups, Visual Design
- Interaction Design
- Agile Project Management
- Adobe - XD,
- Adobe - Illustrator,
- Adobe - Photoshop,
- Trello
- Sketch
- Figma
- Invision
- Jira
- Miro
- HTML/CSS

Soft Skills

- Active Listener
- Open-Minded
- Empathetic
- Adaptative
- Research Oriented
- Excellent written and verbal communication