

Avirup Chakraborty

UX / UI Designer

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SUMMARY

Creative and forward-thinking UX/UI designer with 6 years of dedicated UX experience and **10+ years** of overall professional experience. Passionate about blending creative expertise and technical skills to bridge business goals with user needs. Recently focused on scalable design systems and AI-augmented design workflows that collapse the gap between design and production-ready code.

CORE COMPETENCIES

User Research · Personas · Ideation · Wireframing · Prototyping · Usability Testing · Visual & Interaction Design · Information Architecture · Design Systems · Design Guides · AI-Augmented Design Workflows · Basic HTML / CSS / JavaScript

RESEARCH METHODS

User Interviews · Usability Testing · Surveys · Analytics Review · A/B Testing · Card Sorting · Heuristic Evaluation

TOOLS & TECHNOLOGIES

Figma · Sketch · Adobe XD · Zeplin · Principle · ProtoPie · Storybook · Claude Code (MCP) · GitHub · Jira · Notion · Lottie · Hotjar

EXPERIENCE

Product Designer · Superprofile

Aug 2025 – Aug 2026

- **B2B — Stealth fintech app:** Designed and led the user experience focused on **data visualization, reporting workflows, and multi-user collaboration**.
- Designed **conversational UX for an AI chat and analysis feature** within the Stealth app.
- **B2C — Creator monetization platform:** Designed the **creator affiliate program** — covering onboarding, affiliate management, and payouts — expanding monetization paths for creators.
- Designed an **AI-powered product creation and sharing flow** for creators, accelerating time-to-publish and improving audience visibility for creator-listed products.
- Built a Figma design system (**48 components**) and migrated it to a Storybook library (**298 stories**) on **Tailwind CSS 4 + Radix UI** using **Claude Code via MCP**, authoring Markdown specs that enabled a 4-designer team to generate production-ready feature UIs through AI — collapsing design-to-dev handoff into a single, code-ready output.
- Established **AI-augmented design workflows**, pairing Figma with Claude Code to accelerate new-feature delivery while preserving system consistency across the product.
- Partnered with product and engineering teams to translate complex requirements into clean, intuitive interfaces aligned with business goals.

UX / UI Designer · KreaitorAI

Dec 2024 – Jul 2025

- Contributed to the **0→1 journey**, shaping product vision and UX from the ground up; supported an MVP launch that reached **4,000+ early users** within the first quarter.
- Designed **15+ Web3-based Generative AI tools** with responsive interfaces for mobile and desktop, improving user activation by **~35%** through a streamlined onboarding flow.
- Created end-to-end designs for the **core product and marketing websites**, lifting marketing-to-signup conversion by **~25%** and ensuring brand consistency.
- Mentored, managed, and guided a **3-person design team**, providing feedback and aligning work with product goals.

UX Design Consultant · Independent

May 2024 – Dec 2024

- Designed **responsive web applications** delivering seamless experiences across mobile and desktop.
- Designed **intuitive dashboards** for SMM, Fintech, and AI-based tools.
- Redesigned the user journey for an e-commerce client, driving a **315% increase in conversions** by improving navigation, optimising CTA placement, and streamlining the checkout.
- Redesigned landing pages for a cosmetic surgeon clinic, achieving a **210% boost in lead generation** through clear value propositions, persuasive above-the-fold content, and optimised form designs.

Design Thinking Team · HSBC

Nov 2020 – Apr 2024

- Developed new features for an internal **Payment Operations tool used by 70+ employees**, driving an **80% improvement in process efficiency**.
- Conducted primary and secondary user research as part of HSBC's Design Thinking team, employing **interviews, usability testing, surveys, and analytics review** to inform decisions.
- Led research-to-ideation for an internal tool that secured **USD 700k in funding approval**.

Co-Founder · TheBleuHaven

May 2020 – Oct 2021

- Co-founded an online e-commerce store and managed a team of 4 employees.
- Generated **USD 216k in total sales** while averaging a **2.81%** customer conversion rate.

EDUCATION & CERTIFICATES

Product Design Fellow · Ownpath, 2023

Design Thinking Practitioner · Humane Design & Innovation Consulting, Nov 2023

UX Design Professional Certificate · Google, Jan 2023

Design Thinking 101 · HSBC & Stanford Online, Jan 2023

Bachelor of Commerce · St. Xavier's College, Kolkata, Jul 2009 – Jun 2012