

CHANCHAL

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Metric Driven Design | AI Integration | Frontend Background

- Highly strategic **Product Designer** with a **Computer Science background** and 5+ years of experience building complex enterprise platforms. I specialize in bridging the gap between high-fidelity UI and **frontend engineering** to deliver technically feasible designs tied to **business KPIs**. Expert in driving results like **AI-integrated case deflection** and measurable user growth through a data-informed, strategic approach.

SKILLS

- Research:** Mixed-Methods Research, Usability Testing, Quantitative/Qualitative Analysis.
- Design:** Figma, Atomic Design Systems, AI/Agentic Interface Design, Responsive Design, Accessibility (WCAG 2.1).
- Technology:** HTML5/CSS3/SASS, JavaScript, React, JQuery, Component-Driven Development.

WORK EXPERIENCE

Product Designer & Founder | BGCTO, Canada *Mar 2023 - Present*

- Manage the business, taking full ownership of the design strategy and product roadmap for enterprise-level solutions.
- Leveraged mixed-methods research (A/B testing, Google analytics) to resolve user roadblocks and launched an **AI-powered support chat-box**, driving a **20%** increase in session time and a **35%** boost in traffic and click-through rates.
- Client Project (**ERP Portal**): Directed the redesign for the **employee self-service portal**, streamlining complex workflows for absence requests, reimbursement claims, payroll viewing and account recovery. Achieved **100%** user satisfaction.

Frontend Developer | GHD Digital (now GovStack), Canada *Nov 2021 - Jan 2023*

- Managed the continuous UI/UX refinement and development of the existing complex, high-traffic government platforms.
- Applied expert knowledge of HTML5, CSS, and JavaScript, along with React frameworks, to guarantee performance and WCAG 2.1 accessibility.
- Led the implementation of **Responsive Design** from high-fidelity prototypes to ensure seamless functionality across desktop, tablet, and mobile devices.
- Acted as the technical contact in cross-functional collaboration with Design, Product, and Engineering teams, translating design requirements into executable tasks.

UI/UX Designer | Communitech, Canada (contract) *Jan 2021 - Jun 2021*

- Conducted foundational UX research (interviews, competitive analysis) and rebranding strategies to elevate Customer Success for small business clients.
- Designed responsive platforms tied to clear **Business Metrics**, providing data-driven rationale to stakeholders.

PERSONAL PROJECT

AI-Powered Self-Service Platform

- Identified a friction point in developer community and integrated an **AI-driven answer module** into the existing platform to reduce repetitive support tickets and accelerate time-to-resolution.
- Implemented a **dual-source interface** featuring AI summaries alongside verified documentation and community posts, and **confidence indicators** to address the user's need for trust and verification
- Created high-fidelity prototypes in Figma to demonstrate how automated self-service hits case deflection goals while simplifying the developer experience.

EDUCATION

- Postgraduate in **Web and App Development**, Conestoga College, Canada. *2019 - 2020*
- Bachelor of **Computer Science**, CCSVTU, India. *2012 - 2016*