Atharva Chavan

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Design Portfolio

EDUCATION

INDIANA UNIVERSITY,   Bloomington, IN

MS Human Computer Interaction/Design   Expected May 2026

Cumulative GPA: 3.6/4.0;

Relevant Coursework: HCI, User research, Interviews, Project management, paper prototypes.

MIT-WPU   Pune, India

Bachelor of Design,   Aug 2020–May 2024

Major in User Experience Design

Cumulative GPA: 3.80/4.0;

Relevant Coursework: User research, Usability Testing, Data driven design, Interaction Design, Information Architecture.

WORK EXPERIENCE

CENTRALOGIC (IT services company)   Pune, India

UX design Intern,   Jan 2024 – May 2024

- Conducted **user research**, including **surveys**, **interviews**, and **contextual inquiries** to gather insights.
- Participated in **5 Agile sprints**, collaborating with **product managers**, **developers**, and **UI designers** to ensure project timelines and goals were met.
- Implemented **design thinking** methodologies, iterating on solutions and reducing project delivery time by **15%**.
- Analyzed **heatmaps** and user recordings, contributing to a **12% reduction** in user errors through iterative design updates.
- Improved usability by **20%** through comprehensive **usability testing** sessions, identifying and addressing key user pain points.

UNIVERSITY PROJECTS

CYTOPLASM, CHI 2025 BRIEF   Nov 2024

- Conducted **digital ethnography** to identify mental health challenges among aspiring esports professionals, focusing on emotional resilience and self-care.
- Analyzed existing tools and gaps in **mental health** support for competitive gamers.
- Contributed to over 30 **concept sketches**, including prototypes of a personalized bot for mood regulation and self-care.
- Developed novel features like emotion-based feedback, customizable cooldowns, and real-time support to integrate self-care into gaming sessions.
- Proposed solutions to reduce stress, foster positive gaming habits, and support mental health among esports professionals, aiming for **long-term sustainability** in competitive gaming.

SALESFORCE CHATBOT REDESIGN (Sponsored by Salesforce)   Sep-Dec 2024

- Conducted **contextual inquiries** and competitor analysis to identify shortcomings in Salesforce's Einstein Assistant chatbot, such as lack of personalization, limited context awareness, and robotic tone.
- Conducted various rounds of probes to understand how the users interact with the bot by **simulating bot scenarios** using ChatGPT and Amazon Rufus.
- Designed **behavioral triggers** to detect user hesitation or frustration, providing contextual assistance and reducing dropout rates.
- Integrated visual and text-based elements for a holistic **product discovery journey**, improving the chatbot's capability to support enterprise software users.
- Enhanced user satisfaction by implementing conversational tones and aadaptive responses, increasing engagement with the chatbot.

ADDITIONAL

Technical Skills: User-Centered Design, Interaction Design, Usability Testing, A/B Testing, Design Thinking, Agile/Scrum Methodologies, Responsive Design. Figma, Framer, Hotjar, UXpin.

Soft Skills: Collaboration, Communication, Problem-solving, Empathy, Critical thinking, Adaptability

Languages: Fluent in English, Hindi and Marathi.