

Riddhi Chaudhari

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Work Experience

Product Designer - Rezku POS

June 2025 - Present

San Francisco, CA

- Addressed high setup friction by redesigning menu management workflows, reducing task steps from 10 to 2 and removing a major churn driver.
- Designed multiple 0 to 1 features across payment processing, menu, labor and inventory management, by translating research insights into scalable workflows
- Fixed inconsistent UI patterns by building a design system with 40+ components, enabling faster development and uniform experiences across POS, mobile, and web
- Partnered with product and engineering to restructure website information architecture and develop a CMS structure that reduced development and maintenance effort by 50%
- Drove strategy and design for 6 high-traffic marketing pages, significantly increasing inbound traffic and qualified sales leads (3x)

Product Designer - World Wide Technology

May 2024 - August 2024

Los Angeles, CA

- Tackled poor search accuracy by designing an AI-powered image search experience, enhancing result relevance and reducing discovery friction by 80%
- Conceptualized a gamified ordering experience for a QSR chain, promote conversion from item discovery to order and enabling future loyalty integration.

Product Designer - Dell Technologies

February 2022 - July 2023

India

- Identified workflow automation opportunities in Salesforce-based CRM tools, and designed features to streamline navigation - enabling agents to resolve customer issues 40% faster
- Shipped features for a sales management application (Dell Sales Application) decreasing manual workloads, accelerating quote approvals process, rising task completion by 24%
- Co-designed an alert management system for 100+ sales managers to resolve low deliverability of CTAs in quote creation flow, lowering operational bottlenecks.
- Drove cross-functional discovery and planning with product and engineering to translate user challenges into scoped MVP roadmaps and shippable designs under tight constraints.

Product Designer - BigBasket (ecom for groceries)

June 2021 - September 2021

India

- Helped define go-to-market strategies and improve homepage engagement and retention by 37% through analyzing user behavior, funnel drop-offs, and heatmaps.
- Simplified checkout experience by reducing repeated task failures to complete payment for pending orders - shipments received grew by 1.5x times.

UX Researcher - Peepal Design Studio

June 2021 - September 2021

India

- Conducted usability testing, diary studies, focus group interviews and A/B tesing with 30+ participants to evaluate new features for Facebook stories and Google search.
- Synthesized 49 qualitative research into deep actionable insights to support early product planning and accessibility corrections.

Education

Purdue University - Master's in Human Computer Interaction

August 2023 - May 2025

West Lafayette, IN

MIT Institute of Design - Bachelor's in Product Design

July 2018 - June 2022

India

Skills

Design: Wireframing, Rapid Prototyping, Responsive Web Design, UI Design, Design Systems, Interaction Design, Visual Design, Information Architecture, Storyboarding, Dev Handoff, Problem Solving, Systems Thinking, User Flows

Research: User Research, Usability Testing, Analytics-Informed Design, Funnel Analysis, A/B Testing, Qualitative Synthesis

Tools: Figma, Sketch, Miro, Adobe Illustrator, Adobe Photoshop, Mural, HTML, CSS, JavaScript, Notion, Jira