Riddhi Chaudhari

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Work Experience

Product Designer, Rezku POS | San Francisco, CA   June 2025 - Present

- **Optimized menu management** user flow by reducing steps required to create products, edit modifiers, variants, prices and organize menus from 10 to 2, significantly **reducing user churn rate**
- Designed **0 → 1 features for restaurant management system**, by data driven research and improved UX flows for core tasks like menu management, inventory management, order handling, payment processing and labor management
- **Built a design system** consisting of 40+ components, icons, design tokens to establish consistency across a product suite of handheld POS, tablet, mobile app and browser based desktop application
- Established a content management system for the website by restructuring information architecture and using consistent UI patterns to **decrease development and maintenance time** by 50%
- Led strategy and design for 6 high traffic pages that **doubled user traffic**, **gaining 3x sales leads** in less than 1 month

Product Designer, World Wide Technology | Los Angeles, CA   May 2024 - August 2024

- Conceptualized an image-based search feature design by **leveraging AI for a cloud-based file storage application**, improving the user flow of search and raising accuracy of results by 80%
- **Invented a gamified ordering feature** for a QSR chain used to recommend meals based on user preferences that achieved 50% conversion from item discovery to order, while laying the groundwork to integrate loyalty and rewards

Product Designer, Dell Technologies | Bangalore, India   February 2022 - July 2023

- Identified **opportunities for workflow automation** within Salesforce Dell Connect tool through **data-driven research**, and designed features that enabled support staff to quickly locate customer data and resolve issues 40% faster
- Delivered features for Dell Sales Application to manage order pipelines leading to faster quote approvals and a 24% increase in purchase order closures through **rapid prototyping and iterative testing**
- Co-created alert management application for managers to track, create, and **measure impact to the business** caused by actions blocking a quote creation process, helping them efficiently manage workload, boosting team productivity by 64%
- Led **product discovery workshops**, conducted user interviews to **identify user challenges** to define project scope and efficiently **plan road maps for MVP** that align with user needs and business objectives
- Collaborated cross functionally with a team of engineers, PMs and QAs for **agile sprint planning** to accurately **implement designs under tight constraints**

Product Designer, BigBasket | Bangalore, India   June 2021 - September 2021

- Helped **define go-to-market strategies** and improvements for the homepage by tracking user interactions, **click-through rates, funnel drop-offs**, using **heatmaps**, and user journeys that led to 37% rise in user retention
- Reduced steps required to review and complete payment for pending orders from 10 to 4 - a **60% reduction in effort** by **simplifying UX flows**, reorganizing page content and introducing relevant CTA buttons on the page

UX Researcher, Peepal Design | Bangalore, India   April 2021 - June 2021

- Evaluated conceptual fit and usability of new features for Facebook stories and Google search with 30+ participants from tier 3 cities through **diary studies, focus group interviews** and **A/B testing**
- Synthesized 49 qualitative interview transcripts by card sorting and thematic analysis to **generate deep actionable insights** for effective MLP feature planning focused on enhancing accessibility of the product

Education

Purdue University | West Lafayette, Indiana   August 2023 – May 2025
Master's in Human Computer Interaction Design | GPA: 3.9/4.0

MIT Institute of Design | Pune, India   July 2018 – June 2022
Bachelor's in Product Design | GPA: 3.6/4.0

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 : Heuristic Evaluation, Usability Testing, A/B Testing, Card Sorting, Competitor Market Research and Analysis, Contextual Inquiry, User Interviews, Qualitative and Quantitative Research, Data Analysis, Value Proposition

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