

# CHAITRALI FEGADE

PRODUCT DESIGNER

[www.chaitralifegade.com](http://www.chaitralifegade.com)

Navi Mumbai, Maharashtra

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## PROFESSIONAL SUMMARY

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Hi, I am a multidisciplinary designer always on the lookout for innovative solutions and fun ways to tell stories! My areas of expertise include User Research, UI UX Design, Content strategies and Illustration.

## EDUCATION

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2020 - 2022

IIT HYDERABAD

M.Des in Visual Design

2016 - 2020

SIR J.J. SCHOOL OF ART

B.F.A. in Interior Decoration

## EXPERIENCE

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### INDEPENDENT DESIGNER

May 2024 - Present

- **Designer at UCMAS Child Development Program**

Redesigned the main website for a preschool chain business to attract more eyes and impart the brand values with clarity. Worked closely with the educators and marketing team on the- value story creation, content structure, verbiage and visual elements.

- **Website Design and User Research for Kaptaan**

Conducted comprehensive user interviews & research to gather insights about the target audience, which were then integrated into the design of the landing page, product style page, product details, and payment page. Developed a brand identity & infographics to optimize conversion rates.

- **UI UX, Brand content designer, Illustrator**

Engaged in collaboration across various sectors, including fashion, education, e-commerce, and more, to help convey their vision to the audience. Developed experiences using a variety of mediums such as a digital interface, paper or practice.

### TATA CONSULTANCY SERVICES

Aug 2022 - Feb 2024

#### Visual Designer

- Created the Design System for multiple applications and portals. Crafted and tested elements such as- icons, cards, illustrations and buttons- with their micro-interactions.
- Conceptualized and delivered prototypes and solutions for multiple requirements across various platforms in collaboration with interdisciplinary teams, while maintaining the brand and accessibility guidelines.

### PLANKTON COLLECTIVE STUDIO

Aug 2021

#### Animation Intern

### FREELANCE ILLUSTRATOR AND ANIMATOR

- **JVD FILMS- Concept Artist** (Contract based)
- **DESIGN PLUS- Illustration Intern**

Dec 2020

June 2019

## SKILLS

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- Design Research
- Branding and Illustration
- Design Documentation
- UI and UX Design
- Graphic Design, 2D Animation
- Prototyping