# CHARVI MATHUR

**Product designer** with a combined design & technical background, leveraging 3+ years of experience to craft user-centric experiences across media, entertainment & hospitality industry.

## WORK EXPERIENCE  (3 years)

### Associate Product Designer
Zee Entertainment
Jun 2023- Mar 2024

- **Increased viewership on Zee5 by 68%** through the implementation of next-generation AI for personalized recommendations and designing a **highly engaging** For You page

- Independently **conceptualized & designed** Games Tournament experience, fostering a competitive and interactive environment to **increase user engagement**

- Optimized Zee5's TV show content consumption page, leveraging user research and data analysis to **improve content discoverability**, addressing user needs, and **aligning with business goals**

### UX Designer
FabHotels
Jan 2023- May 2023

- Established a **scalable design system** that increased team efficiency by **75%**, by developing a comprehensive UI Kit and component libraries

- Conducted a UX audit of the FabHotels mobile application by employing **heuristics principles** and **heatmap analysis**

- Created a new login page for the B2B platform "TravelPlus", which streamlined the user login process and **reduced login errors by 15%**, by conducting user testing and iterating on the design based on feedback

### Visual Designer
11 Ouest
Jun 2022- Aug 2022

- Discovered brand identity (lido, Shaurya constructions, Unison Centrio). Worked on **AR filter** for PVR. Designed social media content that increased brand reach by **32.4%**

### Lead Designer
Tippling Art
Sep 2020- Aug 2021

- Designed **event showcase website**. Produced bi-monthly email newsletter & social media content. Executed product photoshoots

## SKILLS

### Design

Illustration, Visual Design, Storyboarding, Wireframing, User flows, Web Design, Brand Identity, Prototyping, Interaction Design, Persona Mapping, Journey Mapping, Heuristic Evaluation, Design strategy, Usability Testing, Information Architecture, Data Analysis, Design system, Trend forecasting, Data Visualization, Presentation

### Mischellaneous

MS Office, HTML & CSS, C, C++, Javascript, Photography, Art Direction, Creative Writing, Storytelling, Critical Thinking, Digital Marketing, Project Management, Stakeholder management, Communication, Time management, Cross- functional Collaboration

## AWARDS

### Best Design Innovation Project
*NIFT, Delhi | Oct 2023*

Recognized for **developing a comprehensive design language system** for FabHotels. This project originated from my graduation research, demonstrating the successful application of design principles in a real-world hospitality brand context.

### Winner, Prompt Play 2023
*Zee TIC (in association with Google) | Aug 2023*

Awarded for the **redesign of Zee5's "For You" page**. This AI-powered section personalizes content recommendations using Gen-AI, significantly improving user discovery and engagement.

## EDUCATION

### Master of Design (Experience Design)
*National Institute of Fashion Technology*
Aug 2021- May 2023
Majors: Design Thinking, Trend forecasting, Interface Design, Information Design, Design Research Methods

### Bachelor of Science (Computer Science)
*University of Delhi*
Jul 2017- Aug 2020
Majors: Computer Science (HTML & CSS, Javascript, C++), Physics, Mathematics

## CERTIFICATIONS

### Psychology Driven UX/UI/Web Design
*Udemy* 🔗
Feb 2023
Learned how to leverage psychology to influence user behavior and create positive experiences.

## CONTACT

**Portfolio** 🔗

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