

Product Designer[vershanjalichauhan.com](https://www.vershanjalichauhan.com) | [LinkedIn](#)**Professional Summary**

With 6+ years of experience in collaborative end-to-end design process, I bring strategic thinking in the UX Design process. I have worked both in large organizations and early-stage startups across Adtech, E-commerce, Healthcare, SAAS & EdTech on B2B, consumer web & mobile experiences researching, strategizing, designing technical screens and implementing with developers.

Experience**Sr. UX Designer | Target | USA**

July 2025 – present

- Leading & executing a service design project for all Roundel campaign management tools used by internal ad operations teams & advertisers to create a unified experience and automating processes using Gen AI/Agentic AI bringing design/tech/product leaders and SMEs together.
- Designing for end to end campaign management processes focusing on 4 adtech tools while working with 10 product/research partners & leaders on multiple projects.
- Managing and leading Roundel UX roadmap for multiple teams and cross team alignment routines leading to clarity & shared vision.

Product Designer | Context QA | AI SAAS Startup | USA

Feb 2025 – May 2025

- Revamping the B2B Human-AI Interaction experience for a QA AI Agent used by software teams while managing 1 UX Designer.
- Leading the development of the company's first design system, enhancing UI consistency and scalability across products.

Product Designer | Propello, NE | Edtech Startup | USA

May 2024 – Feb 2025

Researched, strategized, designed and launched an assessment & reporting platform for schoolteachers in the US helping improve student outcomes signing up 62000+ students & 300 teachers at launch.

- Spearheaded & conducted user research, market research, ideation workshops, created wireframes, information architecture, UI/UX design, prototypes while collaborating with leadership, PM, UX, engineering, marketing & content.
- Created 30 + reusable & accessible design components & contributed to the Design system improving design efficiency.
- Initiated the AI integration project, researching & designing UX for Gen AI features reducing grading time by 60% for teachers.
- Secured buy-in from cross-functional stakeholders and international leadership by pitching product strategy and design.

UX Researcher | Dell Technologies | USA

Jan 2024 – May 2024

Conducted enterprise UX research to empower researchers in improving efficiency and effectiveness of research presentations using a presentation toolkit leading to the decrease in presentation creation time by 50% and company-wide adoption.

- Designed and conducted survey, user interviews, stakeholder interviews & usability studies delivering insights on user pain points, goals and recommendations while collaborating with designers providing qualitative & quantitative data, design feedback, & usability insights.

UX Designer & Researcher | The University of Texas at Austin | Healthcare | USA

Sep 2022 – Aug 2024

- **Dell Children's Ascension:** Pioneered the first-ever patient experience mobile app in the world for congenital heart disease, providing information about treatment journey & psychosocial assistance impacting 1.5 M patients and their families in the US.
- **Digital Heart Health study:** Executed usability studies with 50+ Heart failure patients for the usage of medical devices, health tracking app and sensor based digital game app to help manage heart health impacting 121.5 M heart patients in the US.

Design Manager | Walmart – Myntra | Ecommerce | India

Jul 2021 – Jul 2022

- Headed the creative direction for the Myntra Studio ecommerce app with 15 million monthly active users, collaborating with the UX design, engineering and marketing teams resulting in a 5% increase in conversion rate.

Product Designer & Founder | Nefeli | Ecommerce Startup | India

Jan 2020 – Jun 2021

- Conducted research, designed UI/UX designs to create an e-commerce website reaching 0.5 M users.

Education**Master of Science | HCI & Product Management | The University of Texas at Austin**

Aug 2022 – May 2024

Bachelor of Design | National Institute of Fashion Technology

Aug 2011 – May 2015

Skills

Design, Research & Product: Discovery & Ideation, Wireframing & Prototyping, Mockups, Design systems, Presentations, Design workshops, Design for AI, WCAG Accessible Design, Responsive Design, Mobile & Web Design, Journey maps, Personas, Information Architecture, Accessibility Audit, User interviews, Usability Testing, Surveys, Competitive Analysis, Market Research, Product Strategy, Stakeholder Management, Business Canvas, GTM Strategy, Agile.

Tools: Figma, Framer, Adobe, Canva, Miro, Slack, Google apps, HTML, CSS, User Testing, Qualtrics, WAVE/AND1/WCAGem, Jira.

Certifications: Microsoft certification in AI, CPACC Accessibility Certificate; CITI IRB certified in Social/Behavioral research