

Avipsa Chopdar

Mobile - 9742676491 · Bangaluru, 560035 · avipsa.sahu@gmail.com

<https://www.linkedin.com/in/avipsa-chopdar-87632b84/>

[Portfolio Link](#)

[Behance Link](#)

Senior Product Designer

AI-enabled strategic and creative UI/UX Designer with 7+ years in designing B2C, B2B, and SaaS digital products across e-commerce, enterprise platforms, healthcare, and data-driven systems. Proven expertise in end-to-end UX, conversion-focused design, and scalable design systems, transforming complex workflows into intuitive, accessible user experiences. Experienced in designing search, discovery, and transaction-style journeys, partnering closely with product, engineering, data science, and business stakeholders to deliver measurable impact. Skilled in leveraging AI-assisted design tools (Figma AI, Adobe Firefly, MidJourney) to accelerate exploration, prototyping, and delivery while maintaining high standards of craft.

PROFESSIONAL SKILLS

Design

- End-to-end Product Design
- UI/UX Design and Consultant
- Interaction Design,
- Information Architecture
- User Flows
- Design Systems
- Prototyping & Wireframing
- Visual Design
- Accessibility & Inclusive Design (A11y, WCAG 2.1)
- Design Strategy
- Human Centered Design
- UX Architect

Research

- User Interviews
- Competitor Research
- A/B Testing
- Usability Testing
- Journey Mapping
- Data-Driven Design

Collaboration

- Agile Teams
- Design Reviews
- Developer Handoff
- Stakeholder Management

Tools

- Figma, Figma Make, Sketch, Adobe XD, Adobe CC
- Protocie, Midjourney, Firefly, DALL·E, Claude, Loveable, Google Stitch, Copilot
- InVision, Miro, Mural, Figjam
- Azure DevOps, Confluence, Google Analytics, Hotjar, Mixpanel, Maze

WORK EXPERIENCE

WNS(via Tekshapers)- Bengaluru, INDIA

04/2026 – 09/2026

UI/UX Designer

- **Led UX/UI design for B2B enterprise platforms** including QC, Admin, and Claims modules, streamlining workflows for device claims, verification, refurbishment, inventory, and order management processes.
- Collaborated with **cross-functional** teams and stakeholders to design scalable user experiences for insurance, recycling, salvage, and graded device lifecycle management operations, **improving usability and operational efficiency**.
- Created user flows, wireframes, prototypes, and high-fidelity UI designs in Figma while maintaining consistency with **enterprise design systems and UX standards**.

Cargill- Bengaluru, INDIA

12/2017 - 09/2025

Sr. UX Designer

- **Led UX Architecture** for global enterprise **B2B and SaaS platforms**, defining information architecture, navigation models, interaction patterns, and end-to-end workflow structures for highly complex data-heavy tools.
- **Applied Human-Centred Design (HCD)** frameworks — empathise, define, ideate, prototype, test — to ensure every product decision aligned with real user needs, behavioural patterns, and accessibility requirements.
- Executed **full design lifecycle**: discovery, user research, journey mapping, storyboarding, wireframing, prototyping, UI execution, and post-launch optimisation.
- Conducted advanced user research (**user interviews, contextual inquiry, heuristic evaluations, A/B testing, guerrilla testing**) to inform design decisions, validate assumptions, and drive continuous iteration.
- Created and scaled a **WCAG-compliant design system with 89+ components, tokens, and variables** — improving platform consistency, enabling rapid design delivery, and reducing design–development handoff time by **25%**.
- Created **AI-powered** dashboards and predictive analytics features, ensuring transparency, interpretability, and usability of algorithm outputs.
- Analysed quantitative (**Mixpanel, GA, Hotjar**) and qualitative data to identify friction points and inform design iterations.
- Partnered with **PMs and engineers to define success metrics (KPIs)** and tracked performance post-launch to measure and improve design outcomes.
- Delivered **storyboards and prototypes** to communicate design concepts to distributed teams and stakeholders across multiple time zones.
- Designed micro-interactions and motion elements (**Figma Smart Animate, Lottie exports**) to increase usability and delight.
- Advocated for accessibility and inclusive design, ensuring **A11y** compliance for a diverse, global user base.
- Mentored junior designers, implemented structured feedback loops, and facilitated internal talks on **“Product Psychology” and “Accessible Design.”**
- Collaborated in agile, global teams to deliver scalable, accessible design solutions.

UX Interface Pvt. Ltd - *Bengaluru, INDIA*

03/2016 - 10/2017

UI/UX and Graphic Designer

- Created visual identities and marketing collateral for **50+ clients**
- Notable: Designed **Baahubali's** official social media poster (Hamsini Production)

Talent Quest (Purple Frame Technologies) - *Bengaluru, INDIA*

05/2015 - 02/2016

Graphic Designer

- Developed marketing materials and e-learning content for **GE's industrial sectors**.

EDUCATION AND CERTIFICATIONS

Indira Gandhi National Open University (IGNOU)- *INDIA* 07/2011 - 12/2013
MBA

Biju Patnaik University of Technology- *INDIA* 08/2004 - 05/2009
B.Tech in Textile Engineering

Certifications

Coursera 04/2024
User Experience & Interaction Design for AR/VR/MR/XR

Linkedin Learning 05/2024
Stakeholder Management

Linkedin Learning 09/2023
Building Generative AI Skills for Creative Professionals

Linkedin Learning 10/2023
UX Foundations: Accessibility

Interaction Design Foundation (IDF) 07/2021
Human Computer Interaction

Awards

Winner Designerrthon Contest

Secured 3rd place at the **national-level Designerthon Contest hosted by IIT Guwahati** for designing an app addressing Covid-19 pandemic-related issues.