

Gauri Chakravarti

Product Designer | AI-enabled products, research-led design, design systems thinking

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SUMMARY

Product Designer with nearly 2 years of professional experience owning end-to-end, user-centered design from research and problem definition through interactive prototyping, product validation, engineering handoff, and shipped outcomes. At Scaler, partners cross-functionally with product managers and engineers to simplify complex, trust-sensitive job and resume workflows. Work has increased qualified applications, completion, parsing accuracy, support efficiency, and conversion.

EXPERIENCE

Scaler | Product Designer I Apr 2025 - Present | Bengaluru

Cross-functional pod: 1 product manager, 2 engineers, 1 designer

- Owned the end-to-end redesign of Careers Hub job discovery, using funnel data and learner research to design and test interactive prototypes for eligibility states, job highlights, and resume-fit guidance; a 50/50 A/B test drove 15% more qualified applications in the first month, while eligible click-to-apply rose from 55.4% to 63.8%.
- Conducted interviews with 30 learners and mapped the resume-builder funnel; redesigned readiness, upload-first creation, and AI review. A 50/50 test lifted completion from 2.33% to 9.5%, increased weekly resume completions from 35.5 to 84, and improved parsing success from 77% to 91%.
- Designed responsible AI interactions by defining prompt constraints, scoring logic, confidence rules, explainable feedback, and graceful failure states; partnered with engineering using Ant Design so uncertain or failed generation never blocked core tasks.
- Led the Scaler Academy landing-page redesign and reusable Storyblok component system, increasing brochure request conversion from 0.25% to 2.33% while reducing estimated page-to-live time from two weeks to 2-3 days.

Scaler | Product Design Intern Oct 2024 - Mar 2025 | Bengaluru

- Assisted in researching and building an AI-led mock interview scheduling experience for paid learners, reducing physical mentor sessions by 40% and saving INR 5.5 lakh in five months.
- Designed and shipped a library-access tool for paid learners, reducing related support tickets by 40% within 10 days.

Committed Communities Development Trust | Communication and Visual Design Intern May 2023

- Designed annual reports, newsletters, handbooks, posters, and digital communication assets for community programmes.

SELECTED PROJECTS

MountBlue Placement Challenge | Coded Interactive Prototype - Turned an ambiguous placement PRD into a working prototype in three days using a custom Claude skill and HTML/CSS; added onboarding, contest and practice states, and recovery flows.

Scaler Conversations | AI-Assisted Frontend Prototyping - Built a role-based discussion-platform frontend with Claude Code and HTML/CSS, including attachments, reactions, admin and learner views, and read-only thread logic for engineering handoff.

EDUCATION

B.Des, Humanising Technology, NMIMS School of Design, Mumbai | Jun 2021 - Aug 2025 | CGPA: 3.6

SKILLS

Product design: End-to-End Product Design, Product Thinking, UX Research, Research Synthesis, Interaction Design, Visual Design, Information Architecture, User Flows, Wireframing, High-Fidelity UI, Usability Testing, A/B Testing

Systems and delivery: Design Systems, Component Libraries, Interactive Prototyping, Production Specifications, Engineering Handoff, Cross-Functional Collaboration, Design Rationale, Stakeholder Communication

Data, AI and tools: Funnel Analysis, Behavioral Metrics, Data Visualization, Data Storytelling, Responsible AI UX, Figma, Claude Code, HTML/CSS, Framer, Storyblok, Adobe Creative Suite

ADDITIONAL

Design Rush 2022 and 2023 - Top 19 | HCIPAI Student Volunteer, Jan 2024 - Nov 2024