SHUBHAM CHADHA

PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

Product Designer with a strong focus on UX, working across IoT-enabled delivery, enterprise software, inventory management and consumer-facing products. Experienced in understanding user and operational problems, mapping workflows, and structuring information to make complex products easier to use. My work spans user research, interaction design, wireframing, prototyping and usability testing, with experience collaborating with product, engineering and business teams.

EDUCATION

2022-2026
K.R Mangalam University

Bachelor's in Technology with specialization in UX Designing

- Passed out with a CGPA of 7.2
- Worked with the university's incubation ecosystem and participated in the seed-grant process to support the venture's development.

2007-2022
Ramjas Public School

Primary Education

Completed secondary and senior secondary education with a strong academic record, securing 87% in Class X and 75 percentile in Class XII.

EXPERIENCE

Dec 2025 - Present
GrubPac Technologies Pvt. Ltd.

UI/UX Designer

- Designed user experiences for GrubPac's IoT-enabled delivery ecosystem, connecting temperature-controlled delivery hardware with driver applications and fleet management platforms.
- Worked on GrubData Rider and Partner, structuring workflows for box management, live tracking, connectivity and fleet operations based on driver and operational requirements.
- Designed the Alert Review experience, bringing together event videos, telemetry graphs and driver, vehicle, box and fleet information to support the investigation of driving events.

Mar 2026 - Apr 2026
Healthlicious Basil Foodtech Private Limited

Interaction Designer Live Link

- Led the design of the company's website from concept to launch, translating its evolving brand identity and business objectives into a responsive digital experience.
- Structured information architecture, content hierarchy and user journeys to improve how users discover the company's products and brand offerings. Collaborated with stakeholders and prepared developer-ready designs.

Dec 2025 - Mar 2026
Rite Infotech Pvt Ltd (Seshaasai Business Forms

Associate UI/UX Designer Design Link

- Designed enterprise warehouse and inventory workflows for IzeIOT, supporting operations across 27 warehouses and approximately 10,000 SKUs.
- Redesigned RFID production traceability workflows and initiated a reusable enterprise design system to improve consistency and operational clarity.

Dec 2025 - Mar 2026

Rite Infotech Pvt Ltd (Seshaasai Business Forms

PPC Traceability Application Design Link

- Re-architected RFID production workflows from linear forms into a structured, stage-based process, introducing flexible navigation and controlled docket switching for multi-machine operations.
- Designed input/output modification tracking and traceability tables to preserve audit records, analyse quality rejections, and support root-cause identification while simplifying interface hierarchy.

July 2025 – Dec 2025

Desimati Agri Technologies Pvt. Ltd.

Product Designer (UI/UX Intern) Live Link Design Link

- Reworked inventory, procurement, dispatch, and workforce workflows with structured process stages, demand estimation, and performance tracking improving operational processing speed by approximately 40%.
- Designed a mobile-first D2C commerce experience for fresh produce, simplifying product discovery and purchasing for users with varying levels of digital literacy.

PROJECTS

Deember 2024

PayX – Decentralized Digital Payment Ecosystem

- Researched payment infrastructure to identify user pain points around trust, transparency, transaction failures, and onboarding.
- Designed end-to-end blockchain-based payment flows that simplified technical complexity while improving transaction clarity and usability.
- Adapted interaction models for India's UPI-first ecosystem, accounting for varied digital literacy and existing payment behaviours.

April 2025

CanteenPe - College canteen application

- Led end-to-end product design for a college canteen application, from user research (20 interviews and ~200 survey responses) to defining user flows, information architecture, and interface design.
- Designed and prototyped key application workflows, testing usability, identifying interaction issues, and refining screens through iterative design improvements.

AWARDS & CERTIFICATIONS

Best Design Award - Code Xcellerate (Gateway Education)

Winners - Code Xcellerate (Gateway Education)

Winners - DesignWithDelhi (Delhi Technological University)

4th place - Designathon (IIIT Nagpur)

Best Project - K.R. Mangalam University

SKILLS

- User Psychology
- Product Strategy
- User Experience
- Emotional Design
- UX Research
- Usability Testing
- Teamwork
- Leadership