Hello, I am
Chethan
Chandrahasan

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SUMMARY

I am skilled in design, user research, engineering and marketing, which helps me design delightful products & experiences that deliver value to both customers and business. I love tackling complex problems and enjoy working methodically in a fast-paced environment.

SKILLS

Senior Product Designer, UsabilityHub (Remote)
Jul 2022 – Present

- Spearheaded end-to-end design for various features, including end-to-end design of user interviews product.
- Created and maintained Figma design library in-sync with code.
- Discovered and executed on several growth opportunities.
- Collaborated on product strategy, vision and roadmap.

Senior Product Designer, Trade Me, New Zealand
Nov 2020 – Jul 2022

- Focused on B2B side of Trade Me Property & Marketplace.
- Led end-to-end design of a top-tier marketing package.
- Conducted research, built actionable reports, created vision prototype and helped with product strategy.
- Transitioned design stack to Figma; introduced Dovetail in ReOps.

Senior UX Designer, Genesis Energy, New Zealand
Aug 2017 – Aug 2020

- Worked on innovative energy & home automation solutions.
- Established customer-product feedback loop & design process.
- Assembled and led a design team of 5 designers & a researcher.

Digital Marketing Specialist, Storm IMC, New Zealand
May 2015 – Aug 2017

- Designed and ran CRO experiments on many B2C & B2B websites.
- Handled SEO, data analytics, and ad campaigns.
- Created digital billboards and videos.

Digital Strategist, Soothika Ayurveda, India
Dec 2013 – May 2014

- Oversaw digital strategy, including e-commerce site design.
- Executed content marketing via social media and email.

Digital Strategist, Soothika Ayurveda, India
May 2010 – Dec 2013

- Delivered digital experiences across various sectors.

See my full resume on Linkedin

SKILLS

- UX strategy
- User research
- Interaction design
- Interface design
- Design system
- Data analysis
- Information Architecture
- Prototyping
- Animation

PLATFORM EXPERIENCE

- Web
- iOS
- Android
- Google Optimize
- Firebase A/B testing
- Apple watch
- Google & Alexa Voice

PLATFORM EXPERIENCE

- **B.Tech in Computer Engineering**
  Federal Institute of Science And Technology (FISAT), India - 2010

- **Human-Computer Interaction Design**
  Coursera - 2013

- **User Research - Methods and Best Practices** Ineractiondesign.org - 2018

TOOLS

Sketch, Figma, Notion, Linear, Dovetail, Miro, ChatGPT, Google suite, Office suite, Protopie, Metabase, Google Analytics, HTML/CSS, Adobe creative suite, Final Cut, 3Ds Max, Cinema 4D

LANGUAGES

English, Malayalam, Hindi, Tamil