

# Bhagyesh Chaudhari

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I've spent close to a decade designing products across gaming, fintech, AI, and community platforms. Most of my work is a maggie of user behavior, engagement, and systems thinking. I enjoy simplifying and automating complex systems + problems, designing motivation loops, and building experiences that people naturally return to.

Over the years, I've worked on 0→1 products, live products at scale, and fast-moving environments where clarity mattered more than process. Execution is getting cheap because of AI. Judgment isn't, thats where i come in. I care less about making things look “designed” and more about making them, feel intuitive, rewarding, and easy to stay with. Recently got into pushing code with the help of my devs.

## EXPERIENCE

### Telus Digital / Sr. Product Designer / 2025

Projects: Experts Explorer, Control Center (internal tools)

- Working on making a companywide system, that will remove the manual overhead and increasing throughput while decreasing team dependant lock systems to just the mandatory
- Automating internal design processes, so that designers focus on design decisions and systems rather than font sizes and colour selections
- Pushing code to production focusing on improving the experience and creating solutions that can be directly plugged into the codebase
- Diagnosed a 77 % drop-off in the onboarding flow and redesigned it end-to - end, reducing drop-off by 65% and increasing profile completion by 33%

### Parallel HQ / Lead Product Designer / 2025

Projects: [Finpilot](#), [GetBlue.ai](#), [Moneycontrol.com](#)

- Ran a 2 week Foundation Sprint with [Jake](#) and [John](#) to take blue.ai (Y Combinator) from concept to an awesome market fit product.
- As a designer solved for the biggest problem at finpilot, how to get wealth managers trust AI for taking confident decisions that have millions of dollars at stake.
- Won Moneycontrol as a client by creating pitch story and translating their product needs into a proposal
- Got moneycontrol.com to work with our agency after creating a pitch story that i had to walk them through

### Moonfrog Labs / UX Designer → Sr. UX Designer / 2020-2024

Projects: [Ludo Club](#), [Teen Patti Gold](#), [What the fatel](#), few html5 games

- Reimagined D7 journey with fresh QOL upgrades, increasing DoD retention by 13%
- Led a data-first overhaul of Ludo Club's flow, improving Day 30 retention by ~3%
- Mentored peer designers, helping them manage scope, plan roadmaps, and grow faster
- Built a community of 100+ players to gather insights and influence roadmap decisions
- Suggested and implemented a reusable system to ship HTML5 games faster by standardising UX patterns and loop design

### Kool Kanya / Product Designer

Projects: [Social Community](#), [Learning Hub](#)

- Helped set up a business pipeline over half a year, that would funnel users from the marketplace and social website into the live hosted events.
- Built a thriving women only social hub that felt safe and familiar to the users by going beyond just email verification.
- Participated and helped organise few events that gave insights into the mind of the actual user.

### 63 Moons / User Experience Designer

Projects: [Chatbot creator](#) (internal), [FaceReco](#) (internal), [Tickertape](#)

- Gained hands- on experience balancing long-term product strategy with short-term delivery needs
- Designed plugin logic based chatbot tools that enhanced support across our enterprise systems
- Designed the core flows for tickertape with my team, that has inspired soo many other platforms

### Rygbee / UX Design Intern

Projects: [Enago Read](#)

- The product was basically a peer for a Phd student, that could provide citation and search topic in the research paper bank of universities. This was even before [Notebooklm](#) by Google.

## EDUCATION

### Human Factors International

[Certified Usability Analyst™](#) (2020-7803)

### Goa Engineering College

[Bachelor in Computer Engineering](#)

### Goa Polytechnic Panaji

[Diploma in Computer Engineering](#)

## SKILLS

### Product Skills

Designing for AI behavior  
Code literacy  
Systems thinking at scale,  
Business fluency and metrics,  
Judgment under ambiguity, and the ability to explain it

### Design Skills

End to end ownership and not specialisation,  
Systems thinking  
Motion and interaction quality designing  
Quick prototyping  
Judgment on when to stop iterating  
Explaining decisions to non designers