

Hello. I'm Bhagyesh Chaudhari.

I've spent close to a decade designing products across gaming, fintech, AI, and community platforms. Most of my work sits at the intersection of user behavior, engagement, and systems thinking. I enjoy simplifying complex 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. I care less about making things look "designed" and more about making them, feel intuitive, rewarding, and easy to stay with.



Telus Digital / Senior Product Designer

Projects: Experts Explorer, Contributor Portal

- Diagnosed a 77% dropoff in the onboarding flow and redesigned it end-to-end, reducing dropoff by 65% and increasing profile completion by 33%
- Operated across a multi-team stakeholder environment, driving alignment and shipping work that spanned multiple products and functions

Parallel HQ / Lead Product Designer

Projects: Aditya Birla SLI, Finpilot, GetBlue.ai

- Served as sole design POC for ABSLI when two senior designers exited mid-project, maintained delivery continuity without any client-side disruption
- Won Moneycontrol as a client by leading pitch deck design and translating their product needs into a compelling proposal
- Managed a cross-seniority design pod (1 associate, 1 senior) across 2+ concurrent projects in a fast-moving agency environment

Moonfrog Labs / UX Designer → Sr. UX Designer

Projects: Ludo Club, HTML5 Games, Carrom Gold, What the fate!

- Reimagined D7 journey with fresh QOL upgrades, increasing retention by 13% and boosting DoDR
- Led a data-first overhaul of Ludo Club's flow, improving Day 30 retention by ~3%
- Mentored 3 designers, helping them manage scope, communicate clearly, and grow faster
- Actively built a player community of 100+ users to gather insights and influence roadmap decisions
- Created design and art guidelines to align teams and bring consistency across feature rollouts
- Designed a reusable system to ship HTML5 games faster by standardizing UX patterns and loop design

KoolKanya / Product Designer

Projects: Community & Marketplace

- Designed a women-centric community experience modeled on common room interactions and peer support
- Defined product scope, goals, and deliverables in collaboration with design, product, and engineering
- Led UX for the marketplace, the core business objective
- Shaped features and engagement using real-time community behavior insights

63 Moons / User Experience Designer

Projects: Chatbot creator, FaceReco, Tickertape

- Collaborated directly with execs to align B2B UX with business goals and user workflows
- Simplified complex task flows, resulting in faster, more intuitive user journeys
- Gained hands-on experience balancing long-term product strategy with short-term delivery needs
- Designed plug-and-play chatbot tools that enhanced support across enterprise systems

Education

Human Factors International
/ Certified Usability Analyst /
2020-7803

Goa Engineering College
/ Bachelor in Computer Engg

Goa Polytechnic Panaji
/ Diploma in Computer Engg