

POONAM CHAWDA

FOUNDING DESIGNER

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SUMMARY

Founding Designer with **4+ years of experience designing web, mobile, SaaS, AI-powered, and gamified digital products**. Experienced in leading **end-to-end UX strategy** from discovery and research through implementation, working closely with cross-functional teams including engineers, product managers, researchers, and stakeholders. Strong background in **UX research, usability testing, interaction design**, and systems thinking. Passionate about **AI-native design, accessibility, and inclusive experiences**, leveraging qualitative research, experimentation, and iterative design methods to drive product decisions.

Experienced in **Figma, prototyping, design systems, AI-assisted design workflows**, and translating user insights into scalable product experiences. Comfortable operating in **fast-paced** collaborative environments while balancing business goals, technical constraints, and user needs.

WORK EXPERIENCE

Founding Product Designer

XSTRYV, Helsinki, Finland, Oct 2025 – Jan 2026

- Led **end-to-end product design** of an **AI-powered conversational job matching platform** and website design, defining service concept, visual identity, user flows, and scalable interfaces.
- Designed **website** and **product storytelling** to ensure consistent communication of the **product's value proposition**.
- Collaborated closely with founders, business leads, marketing, and developers in a hybrid setup, ensuring alignment between **AI strategy, market needs, and technical feasibility**.

Freelance Product Designer

Helsinki, Finland, (6 months) 2025 – 2026

- Led end-to-end UX design across **Defense Tech, EdTech**, and **Vertical SaaS** projects, translating complex domain requirements into intuitive, scalable workflows.
- Designed **interaction flows, information architecture**, and system behaviors for **data-driven** and game-based applications, improving **usability** and **engagement**.

UX Designer & Researcher

eMabler, Helsinki, Finland, Mar 2025 – Sep 2025

- Framed and led the end-to-end redesign of a complex **enterprise B2B EV Charging SaaS platform**, aligning **user needs, business priorities, and technical constraints**.
- Used **AI-assisted prototyping and exploration** to rapidly test interaction models, sequencing, and edge cases before engineering execution.
- Contributed to **website storytelling** to ensure the **design language** and product's design style are consistent.

Founding Product Designer

YAC-Global, Helsinki, Finland, Jul 2024 – Dec 2024

- Owned interaction models and system behavior across B2B and B2C products, focusing on **holistic feature cohesion rather than isolated screens**.
- Designed and validated **AI-driven user flows**, prioritizing clarity, error recovery, and user confidence.
- Leveraged AI tools to speed up ideation and prototyping, reserving human effort for **strategic decision-making and quality control**.

Founding UX Designer & Researcher

Otos, Helsinki, Finland, Sep 2023 – May 2024

- Designed and prototyped a multi-step medical application flow, mapping states **from onboarding through results delivery**.
- Created **interaction-first prototypes** to validate system feedback, waiting states, and user confidence during critical moments.
- Delivered UX and usability engineering insights that supported regulatory approval and **spinoff as a company**.

UX Designer & Researcher

Global Campus, Helsinki, Finland, Jan 2023 – Jun 2023

- Designed interactive **gameplay systems**, HUD behaviors, and motion-driven feedback loops for an award-winning gamified platform.
- Redesigned **game UI** and interaction patterns, improving **player engagement**, session length, and **usability during playtests**.
- Conducted **gameplay testing, debugging, and qualitative analysis**, collaborating with developers to refine mechanics and interface responsiveness.
- Applied **player-centered design principles** to create engaging and accessible experiences for diverse user groups.

Co-Founder & Designer

Epiassist, India, Jul 2021 – Nov 2022

- Translated healthcare research insights into **mobile app design** concepts supporting patient care workflows.

EDUCATION

MA in Arts and Design (Major in New Media) (Minor in UX Design) | 2022 – 2024

Aalto University, Finland

- Focus on Interaction Design, UX, Game Design, Creative Computing, Human-Centered Design

B.Tech in Electronics Engineering | 2017 – 2021

University of Mumbai, India

- Focus on Biomedical Systems, Artificial Intelligence, Neuroscience, and engineering fundamentals.

RELEVANT SKILLS

UI / UX

UI & UX Design / User Interviews / Micro-interaction Design / Journey Mapping / Qualitative Research
Interaction architecture / UX Documentation / Product Storytelling / Usability Testing / A/B Testing

Design & Prototyping

Figma / Adobe Illustrator / Photoshop / After Effects / Google AI Studio / Claude / Stable Diffusion

Technical

Unity / Unreal Engine / Blender / React / JavaScript

Soft

Analytical & Critical Thinking / Clear Communication / Collaboration in Multidisciplinary Teams / Curiosity

Languages

English / Finnish (A2 & learning)