Dhiraj Chouhan Lead Product Designer | 5+ years

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Product Designer with **5+ years** designing **B2C and B2B** digital products across automotive, fintech, SaaS, and edtech. Currently leading product design for the **Maruti Suzuki Super App (6M+ downloads)**, where UX improvements doubled monthly active users (0.4M → 0.8M) and grew daily active users ~49%. **AI-native designer:** designs AI experiences (concierge, personalization, recommendations) and builds them end-to-end with **AI coding tools, Firebase and Supabase**. Specialized in **mobile-first design, accessibility (WCAG/A11y), and design systems**, backed by user research and usability testing.

PROFESSIONAL EXPERIENCE

Lead Product Designer & Design Owner Maruti Suzuki
June 2025 – Present

iOS & Android Super App • 6M+ downloads • 6 direct reports

- Lead end-to-end UX strategy and design ownership for the Maruti Suzuki Super App (**6M+ downloads**), managing an 8-member design team across discovery, purchase, servicing & loyalty.
- Drove UX improvements that doubled monthly **active users (0.4M → 0.8M, +100%)** and grew daily active users **~49% (35K → 52K)**, turning installs into sustained engagement.
- Designed an **AI concierge** and **AI-driven personalization and recommendation workflows**: a conversational assistant plus persona-adaptive journeys and dynamic home experiences built on lifecycle segmentation and behavioral insights.
- Designed **real-time compatibility verification** with **dev-ready components** for edge cases.
- Designed the **accessories & parts quick-commerce experience** end-to-end, from personalized landing page to checkout, validated through usability testing and lifting conversion by **5.8%**.
- Reduced service booking effort from 5 clicks to 1 click, growing daily bookings **4×** (~300 to ~1,200/day) through workflow optimization and cognitive-load reduction.
- Extended the **enterprise design system and component library** with **WCAG / A11y** standards built in, and drove decisions with **McKinsey research and data** alongside Product & Engineering.

Product Designer & AI Builder Spolvero
Sep 2026 – Present

Independent studio • 2 apps designed, built & launched solo on Google Play AI WORKFLOW

- **Design-led AI workflow:** designed the key screens and a **DLS** by hand, then had AI build the remaining screens from that system; wrote **custom Claude skills** (DLS guardrails, UX audit) and used **MCP** so output stays on-brand; Jyotish shipped in **~5 weeks**.
- **Jyotish: Kundli & AI Astrology** (0→1, Flutter + Firebase): built the **LLM chatbot end-to-end**: on-device engines answer from the chart data, an LLM on a Cloudflare Worker routes intent and translates Hindi/Hinglish, and **every answer cites its source** at near-zero AI cost.
- Set up **Firebase** (Auth, Firestore, Crashlytics); ran **usability tests** on the chat, a **1,611-question Hinglish eval set**, and an unanswered-question log, then improved the bot from them; **140+ installs in 2 weeks**.
- **Unspend: Subscription Tracker** (0→1, React Native/Expo + Supabase): privacy-first, **no bank login**; set up **Supabase auth and database with per-user access rules** for cross-device sync.
- Ran **usability testing** with closed-test users and iterated: eased the free add limit so first-day users reach value, added each user's own currency, and repositioned from budget to **subscription tracker**.

Senior UI/UX Designer Masters' Union
May 2023 – May 2025

Design lead - website, SaaS & fintech

- Redesigned website experiences across multiple programs, increasing user **engagement by 25%**.
- Built & scaled a **token-based atomic design system** with **WCAG checks**, adopted across products & teams.
- Shipped **20+ features** including dashboards, workflow management, collaborative planning tools & operational reporting systems.
- Simplified financial & admin workflows with role-based experiences, IA & progressive disclosure.

UI/UX Designer Masters' Union
May 2021 – May 2023

Website V1–V2 • 0→1 products • Dinero MVP • GetPrepped

- Redesigned website (V1–V2) across **5+ programs**, improving conversions by **12%** through IA restructuring & conversion-flow optimization.
- **Designed GetPrepped (0→1)**, a mentor-mentee platform with coin-based gamification, serving 1,000+ students from research to launch.
- **Co-created Dinero MVP (0→1)**, an admissions CRM replacing Excel workflows, with **3 role-based** experiences & 15+ features from concept to launch.

EDUCATION

B.Tech, Computer Science
2018 – 2022
MRSPTU

KEY ACHIEVEMENTS

6M+ App Downloads
Maruti Suzuki Super App

2 AI-Built Apps Live
Designed & shipped solo

+5.8% Conversion Lift
Accessories flow redesign

50% Process Reduction
Dinero SaaS - lead processing

2.3x Organic Traffic
InVideo growth campaign

SKILLS

AI & Building
- DLS-Driven AI Builds
- Custom Claude Skills
- AI-Assisted Coding (MCP)
- Firebase & Supabase Setup
- Conversational & LLM UX
- AI Evals & Edge Cases

Product Design
- Product Personalization
- Mobile-First Design
- Responsive Design
- User Flows
- High-Fidelity Prototyping
- Information Architecture
- Interaction Design
- Progressive Disclosure
- Dashboards & Data Viz
- Accessibility (WCAG)
- Design Systems

Research
- User Interviews
- Usability Testing
- Research Synthesis
- Journey Mapping
- Affinity Mapping
- Card Sorting
- Heuristic Evaluation

Tools
– Figma + FigJam
– Framer / Webflow
– Miro, Maze, Hotjar
– Adobe Creative Suite
– Claude Code, Lovable, Replit