

DENISE CHAUDHARI

UX + VISUAL + DESIGN

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Design leader with experience in a diverse range of industries including technology, consumer products, environments, housewares, and fashion. Proven track-record building and leading multi-disciplinary design teams as well as creating successful digital and physical design strategies to deliver products to market.

EDUCATION

Rhode Island School Of Design Providence RI
BFA Industrial Design 1992

EXPERIENCE

Connected Living Quincy MA 2017-2022
Vice President of Creative

- Creative strategy & leadership for interactive technology product suite serving over 700 senior living communities and over 750,000 users
- UI/UX design ideation and execution across all digital platforms including iOS, Android, web, tvOS, and interactive digital signage
- Identified use cases and created application sequences for Temi, an autonomous AI personal assistant robot
- Management of Agile development team (6 engineers) operating with a creative-first protocol resulting in over 180% increase in customer product engagement in under 24 months
- Product manager responsible for 360 product design from strategy, user research, storyboarding and wireframing to prototyping and testing

NOA Brands Lafayette CO 2013-2017
Senior Creative Director

- Creative direction and strategy for \$50M+ custom mannequin fabrication serving top-tier consumer brands such as Old Navy, Nike, Target, Gap, Athleta
- Management of creative team (4 designers), 3D development team (2 designers) and fine art sculpture team (8-10 sculptors)
- Enhanced Sculpt Shop productivity 125% by increasing team from 8 to 10
- Optimized concept to execution efficiencies by more than 200% by implementing design systems and improving operations

Agency 313 Lafayette CO 2009-2017
Principal / Creative Director

- Creative direction of high profile branding and marketing campaigns including UI/UX, web, print and environmental design for clients including City of Lafayette, Top Pot Doughnuts, Peak to Peak Charter School, Firsthand Markets, Vital Industries and Shawn Hausman Design
- Led all internal and client-based conceptualization and design execution
- Identified & managed freelance designers and volunteer teams for larger projects and event production

ADDITIONAL

XBOX- Microsoft Redmond WA- Industrial Design Lead on launch controller
Shawn Hausman Design Los Angeles CA- Contract technical illustration & design
Freelance Design Mattel / Disney / Sony / G4 TV / Hasbro / Playskool








RECOGNITION







The Strong National Museum of Play Rochester NY
XBOX Design Drawings Women in Games Exhibit & Permanent Collection

EXPERTISE

Research - Competitor analysis, user personas, journey maps, storyboards
Prototyping - Wireframes, UI/UX design, design systems, mockups
Testing - Usability & A/B testing
Content Creation - Digital marketing, web, social, collateral, print
Leadership - Strategy, design thinking, thought leadership, ideation, team building, mentorship & professional development

TOOLSTACK

Design       
Adobe Illustrator Adobe XD Adobe Photoshop Adobe InDesign Sketch Figma Powerpoint

Collaboration      
Zeplin Slack Skype InVision Hubspot Asana

Bonus Superpower Highly adept at acquiring new tools easily