

SAMPATH KUMAR CHOWDI

Senior UI/UX Designer | Product Designer

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PROFESSIONAL SUMMARY

Senior UI/UX and Product Designer with 8+ years designing web, mobile, SaaS, and enterprise products end to end: discovery and user research, information architecture, interactive prototyping, high-fidelity UI, scalable design systems, and developer handoff. Led UX for an organization-wide event app used by 70,000+ international workers and employees at The Christian and Missionary Alliance, designed customer-facing mobile experiences for T-Mobile's T-Life app, and founded, designed, and built ApnaUSA.co, a live nationwide classifieds platform used by 25,000+ people.

Known for turning complex, workflow-heavy requirements into clear, accessible experiences; for partnering closely with product managers, engineers, and leadership through the full product lifecycle; and for shipping. A Computer Science background and hands-on AI-assisted development skills mean designs make it to production the way they were designed.

KEY HIGHLIGHTS

- **70,000+ users:** Co-designed the Alliance Council event app for a biennial organization-wide gathering, serving international workers, employees, organizers, and administrators.
- **25,000+ users:** Founded, designed, and built ApnaUSA.co — a free classifieds platform for the South Asian community, live in all 50 US states.
- **90% preference:** In usability tests and review scoring, 90% of participants preferred Skip's approach to personal money management over apps they had used before.
- **Design systems at scale:** Established UX standards and reusable component libraries at C&MA, T-Mobile (within the T-Life design system), Vedantu, and Tata 1mg.
- **Design + build:** Three self-founded products (ApnaUSA, Skip, Weknd) taken from concept to working software using Figma and AI-assisted development.

CORE COMPETENCIES

UX & Research: User research · Stakeholder interviews · Usability testing · Journey mapping · Persona and scenario development · Information architecture · UX strategy · Accessibility-conscious design (WCAG-aware) · Requirements gathering · Competitive analysis

Design & Delivery: Wireframing · Interactive prototyping · High-fidelity UI · Design systems & component libraries · Responsive and mobile-first design · Micro-interactions and motion · Visual design · UX writing · Developer handoff and specs · Design QA

Product & Collaboration: Product strategy · Product roadmap contribution · Complex workflow and enterprise application design · SaaS and dashboard design · Agile / Scrum, backlog refinement, sprint planning · Design reviews · Cross-functional leadership · Stakeholder management · Mentoring

Tools & Technologies: Figma · Adobe XD · Adobe Creative Cloud · Webflow · Relume · Canva · Lovable · React Native / Expo · Supabase · HTML/CSS · AI-assisted design and development workflows (Claude, ChatGPT)

PROFESSIONAL EXPERIENCE

The Christian and Missionary Alliance

Sep 2023 – Present

User Experience Lead · Reynoldsburg, OH

Lead UX for the organization's internal digital platforms and large-scale event experiences, working directly with leadership, operations, business users, and engineering.

Strategy and leadership

- Own end-to-end UX strategy and product design initiatives across multiple internal platforms, from discovery and requirements through prototyping, handoff, implementation support, and iteration.
- Identify opportunities to improve existing products and workflows and present recommendations to stakeholders and leadership, aligning UX decisions with organizational goals and mission values.

- Balance multiple concurrent design initiatives, stakeholder priorities, technical constraints, and deadlines; contribute to planning, requirements sessions, and product discussions.
- Mentor team members, lead design reviews, and promote user-centered design practices across the organization.

Research and design

- Conduct stakeholder interviews, user research, usability testing, feedback sessions, and UX evaluations to surface pain points and product improvement opportunities.
- Translate complex business and user requirements into information architecture, user flows, wireframes, interactive prototypes, and high-fidelity interfaces.
- Redesigned employee benefits and operations workflows, simplifying multi-step processes and improving usability, clarity, accessibility, and user satisfaction for staff and leadership teams.
- Improved navigation structures, information architecture, visual hierarchy, and interaction patterns across internal web applications, reducing confusion and support requests.

Alliance Council event app

- Worked with a cross-functional team to design the Alliance Council event application for a biennial, organization-wide gathering, used by more than 70,000 international workers and employees, along with organizers and administrators.
- Designed attendee-facing flows (schedules, sessions, navigation, and information access) and organizer/administrator tools, prioritizing clarity and speed for a large, diverse, multilingual audience.

Design systems and delivery

- Established UX standards, design guidelines, reusable interface components, and interaction patterns to create consistent, scalable digital experiences across systems.
- Build and maintain the reusable component library, improving design consistency and accelerating development.
- Provide clear design specifications and maintain an efficient design-to-development handoff; collaborate with developers throughout implementation to ensure accurate translation of approved designs into production.

T-Mobile

Aug 2022 – Sep 2023

UI Designer — T-Life App · United States

UI Designer supporting the T-Life mobile application, contributing to customer-facing experiences within T-Mobile's digital ecosystem.

- Designed intuitive, user-centered mobile interfaces aligned with T-Mobile's product requirements, brand standards, and overall digital experience.
- Created user flows, wireframes, high-fidelity mobile screens, interactive prototypes, and reusable UI components in Figma.
- Applied the established design system — reusable components, interaction patterns, typography, spacing, and visual guidelines — to maintain consistency across the application.
- Designed and refined mobile workflows to improve usability, navigation, accessibility, and overall customer experience; organized complex customer journeys into clear, easy-to-understand mobile interactions.
- Collaborated with UX designers, product managers, developers, engineers, and cross-functional stakeholders to translate business and user requirements into production-ready designs.
- Participated in design reviews, stakeholder discussions, requirement sessions, and iterative product development within an Agile environment.
- Provided design specifications, assets, interaction details, and UI guidance for accurate development handoff; reviewed implemented interfaces with engineers to identify visual, usability, and interaction issues before release.
- Supported responsive and accessible interface practices across devices and screen sizes, and identified opportunities to improve existing experiences based on user needs, business priorities, and technical constraints.

Vedantu

Jan 2022 – Jun 2022

Web Designer / UI/UX Designer · Hyderabad, India

Member of the core design team supporting a large-scale education technology platform serving students and educators across India.

- Designed and enhanced responsive websites, web applications, user interfaces, navigation systems, and digital product experiences optimized for desktop, tablet, and mobile.
- Designed user flows, interface layouts, navigation structures, and interaction patterns supporting educational workflows.
- Created micro-interactions and interface animations that improved user feedback, navigation clarity, and usability.

- Contributed to design system maintenance and reusable UI component creation, maintaining brand consistency and common visual standards across web and application experiences.
- Worked with UX designers, product managers, developers, engineers, and stakeholders across requirements analysis, ideation, design, reviews, iteration, and development handoff; ensured production interfaces accurately reflected approved designs.

Tata 1mg

Sep 2020 – Dec 2021

Product Design Intern · Haryana, India

Joined during an early growth phase and contributed to core product experiences for a rapidly scaling online pharmacy and healthcare platform.

- Participated in the complete product design process — requirements understanding, user flows, wireframes, interface design, interaction design, feedback, testing, and iteration — across web and mobile.
- Helped improve critical customer journeys including onboarding, product discovery, browsing, navigation, and checkout, supporting engagement and repeat purchases.
- Analyzed existing user flows and interaction patterns to identify usability problems and opportunities for improvement.
- Collaborated with product managers, engineers, marketing, and cross-functional stakeholders to align proposed designs with technical requirements and business goals.
- Supported the development of reusable interface patterns and consistent product design standards as the platform scaled within the Tata ecosystem.

Freelance

Jan 2018 – Present

Senior UI/UX Designer / Product Designer · Remote

Provide UI/UX and product design services to small and medium businesses across multiple industries, supporting customer-facing applications, SaaS products, websites, and internal digital platforms.

- Work directly with founders, business stakeholders, product teams, marketers, and developers to understand user requirements, business goals, technical limitations, and product opportunities.
- Lead projects through discovery, requirements gathering, user research, information architecture, wireframing, prototyping, visual design, validation, and development handoff.
- Design workflow-heavy applications, dashboards, and multi-step experiences that simplify complex business processes; create user flows, journey maps, site maps, and navigation systems.
- Build scalable design systems, reusable component libraries, visual standards, and interactive Figma prototypes for stakeholder presentations, usability evaluation, and development reference.
- Contribute copywriting and content to improve clarity and conversions; review implemented interfaces and provide design feedback during development.
- Apply AI-assisted design and development workflows to accelerate research, ideation, prototyping, content creation, and product delivery.

PERSONAL PRODUCTS — FOUNDED, DESIGNED, AND BUILT

ApnaUSA.co — Founder, Product Designer & Builder · Live · Responsive web · 25,000+ users · apnausa.co

Free classifieds platform for the Indian and South Asian community in the USA: rooms & rentals, jobs, buy & sell, and events, in all 50 states.

- Defined the product strategy: free forever for the community, funded by sponsored placements for local businesses (grocers, restaurants, realtors, tutors, tax professionals).
- Designed the information architecture — four categories, one search, nationwide coverage with popular city hubs (San Jose, Edison, Jackson Heights, Houston) surfaced for discovery.
- Designed a no-account posting flow: a single adaptive form that changes fields by category, 6-digit email verification instead of passwords, and auto-expiring listings (1 week to 6 months), so posting takes about three minutes.
- Built trust and safety in from day one: verification, safety tips, reporting, and listing expiry; wrote microcopy that nudges better posts ("Clear, specific titles get 3× more responses").
- Created the brand and mobile-first UI, then developed and launched the platform; it has since been used by more than 25,000 people.

Skip — Product Designer & Developer · Privacy-first budgeting and savings app · iOS/Android · In development

A personal finance app that tracks spending, bills, subscriptions, and card and account balances without ever connecting to a bank — built on the promise “your money, your privacy.”

- Defined the product concept, UX strategy, information architecture (Home, Cards, Receipts, Settings), and primary user journeys.
- Designed the home screen around a single “Left this month” figure, Income/Expenses summaries, category cards (“Where it goes”), weekly Recent and Coming-up views, and an Insights experience.
- Designed onboarding as a two-screen value proposition plus a persistent “Getting started” checklist (set your pay, add a card, add a bill, add a receipt, turn on reminders) that turns an empty app into a guided setup.
- Designed quick “skip a purchase” interactions and reusable savings choices so avoided spending is recorded in seconds and connected to goals; designed Today, Goals, History, and Insights views.
- Applied a minimal, mobile-first design system (warm canvas, plum brand color, rounded cards, hand-drawn illustration) focused on clarity and low cognitive load.
- In usability tests and review scoring, 90% of participants preferred Skip’s approach to personal money management over the apps they had used before.

Weknd — Product Designer & Developer · AI-personalized day and weekend planner · iOS/Android · In development

An AI-powered planner that generates personalized day and weekend plans from a user’s interests, who’s going, budget, travel distance, energy level, and the weather — so free time doesn’t start with research across five apps.

- Defined the product vision, user problem, experience strategy (“we plan, you enjoy”), and free vs. premium feature structure.
- Designed conversational, one-question-per-screen onboarding (name, age, who’s going, budget, distance, interests) with sliders and cards instead of forms.
- Designed weather-aware itineraries with indoor alternatives, adaptive preference calibration that learns from saved, swapped, and favorited activities, and plan saving, sharing, swapping, favorites, and history.
- Created the brand and UI — dark palette, warm serif display, cream plan cards, single orange accent — and reusable card components for activities, locations, weather, timelines, and recommendations.

Vybho — UI/UX Designer & Developer · Community platform for international students and professionals · Mobile · In development

Helps people relocating to the USA and Canada find accommodation, connections, events, and support before and after arrival.

- Defined the product vision from first-hand relocation experience and informal community research; designed the information architecture for multiple interconnected workflows.
- Designed rich user profiles, flight matching, an accommodation and roommate marketplace, location-based event discovery, targeted help requests (by university, language, or location), and friend-only chat and language groups.
- Prioritized trust, safety, clarity, and reduced cognitive load; designed modular features to support expansion to new countries and user groups. Currently leading design-to-development execution with AI-assisted tools.

Prototype: figma.com/proto/Z5b4mA5r6aGRXl4Nq5cCAW/Vybho-app

Electronics Inventory Management System — UI/UX Designer · Web application · Academic team project

- Owned end-to-end UX for a workflow-heavy inventory application replacing spreadsheets and manual calculations for professors managing lab equipment across semesters, projects, and 50–60-student classes.
- Designed site maps, low- and mid-fidelity wireframes, and a clear, minimal UI for non-technical faculty; designed automated equipment calculation, distribution and collection tracking, flexible project setup, and centralized inventory data.
- Reduced manual effort and calculation errors, improved equipment visibility and accountability, and produced a workflow that scales to multiple classes and large student cohorts.

Prototype: figma.com/proto/QYOJaoB77odjxCFei35ssN/Electronics-Inventory-Management

EDUCATION

Campbellsville University — Master of Science, Computer Science

Kentucky · 2024

Focus on computer science, design, and development technologies.

JNTU — Bachelor of Technology, Electronics and Computer Engineering

Hyderabad, India · 2020