

Bangalore, India

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Chethna Ajith Sreenivasan

Product Designer — UX/UI

I design end-to-end product experiences, most recently within Deloitte's consulting practice across hospitality, telecom, tech, and healthcare clients. I like owning a problem from the first rough sketch through to what actually ships, building design systems along the way so the next person isn't starting from scratch. Accessibility (WCAG AA/AAA) gets built in from the start, not bolted on later — and lately that includes figuring out how to use AI in the process responsibly.

Core skills: Figma (Advanced) · Design Systems & Component Libraries · Wireframes, User Flows, Journey Maps, Prototyping · Accessibility & WCAG AA/AAA · AI-Assisted Design Workflows · Cross-Functional Collaboration

EXPERIENCE

UX/UI Design Consultant, Deloitte USI

Jun 2026 – Present

Client: A global professional services leader — flagship internal growth-insights platform

- Pushed for responsible AI use on an internal platform that leadership relies on to prep for client meetings — added guardrails around privacy and quality control rather than shipping AI features just because they were asked for
- Led the platform's design audit across 5 core flows, surfacing 70+ issues and turning them into a prioritized design backlog
- Designed end-to-end flows for the platform's analytics modules, working from vague requirements to something engineering could actually build
- Built the platform's access request and approval flows from scratch, including the edge cases most designs skip
- Created reusable components and standardized design tokens, tightening consistency across the design system

UX/UI Design Analyst, Deloitte USI

Aug 2022 – Jun 2026

Clients: a hospitality giant with the most hotel rooms globally · a leading telecommunications and media provider · a global tech innovator that revolutionised online search · a product designed to catalyze large-scale sustainability · an influential international organisation for global leaders · a popular fried chicken fast-food chain · an American non-profit healthcare provider

Hospitality client — member digital platform

- Owned UX design end-to-end across the full member journey, delivered over 4 sprints: onboarding, sign-in, property search & browsing, bookings, profile, trip center & trip details, cancellations, and membership amendments
- Also designed supporting experience surfaces: global navigation & footer, authenticated landing page, loading & error states, and booking confirmation email templates

Other client work

- Led design for one product pod (of 6) on the telecommunications & media client's platform, owning UX end-to-end for that product area
- Ran discovery across the tech, sustainability, healthcare, and global-institution clients above, digging into how each organization actually worked before proposing anything
- Introduced an Async Discovery model, cutting research effort by ~30% and reshaping sprint structure for faster decision-making
- Built design systems other teams could actually reuse, and led full UX architecture for a couple of enterprise product rebrands
- Worked closely with product, engineering, and research so decisions were based on evidence rather than opinion, and kept multi-release UX work ahead of schedule

Design Consultant, Chilli Pepper Kitchens

Mar 2021 – Present

- Led end-to-end creation of the company's first three brands — identities, custom packaging, touchpoints, and brand guidelines for consistent, scalable systems
- Supported new brand launches, partnering directly with founders to align design outcomes with market positioning

UX/UI Co-op, Procter & Gamble

Nov 2021 – Apr 2022

- Redesigned PGShop.in UX/UI, uncovering opportunities that led to a packaging innovation and talent outreach program based on research insights

UX/UI Intern, Angel One

May 2021 – Jul 2021

- Researched user behaviour, designed wireframes and UI concepts, and supported iterative development contributing to the Angel Broking → Angel One digital rebrand

Visual Design Intern, Es Magico Tech Studio

Sep 2020 – Oct 2020

- Created brand identities, product illustrations, and experience designs; experimented with branding and UX/UI illustration

Apprenticeship, Terumo Penpol LTD

Jun 2020 – Jul 2020

- Analysed medical device UX and conducted observational studies, identifying usability and ergonomic issues to propose human-centred improvements

Experience Designer – Student Representative, WITTEVEEN+BOS

Jan 2020 – Feb 2020

- Developed and tested design solutions to enhance lifestyle and social interaction for residents, addressing community challenges

Product Design Intern, SCTIMST

Jun 2019 – Jul 2019

- Designed a functional, aesthetically improved stance control orthosis for the Division of Artificial Internal Organs, enhancing usability and visual appeal versus existing market solutions

EDUCATION

Indian School of Design & Innovation — Parsons School of Design

GPA 3.1

College Diploma, Product Design, 2018 – 2022

*Short-term exchange: HKU University of the Arts, Utrecht — Imagining Tomorrow International 2020 program***University of Mumbai**

78%

BA Sociology, 2018 – 2021

PROFESSIONAL ENGAGEMENTS

- Design Up — Participant Delegate, Nov 2025
- Apple Developer Conference — Participant Delegate, Dec 2023

AWARDS

Deloitte Shoutout (Jun '24) | Deloitte Spot (Aug '24) | Deloitte Applause (Feb '25, Aug '25) | Runner-Up, Untold 3.0 by L&T Infotech

VOLUNTEERING

Deloitte USI Impact Day, Y-Ultimate, and Universe Simplified Foundation — literacy access for children with learning disabilities, life-skills workshops, and low-cost community innovation hubs.

LANGUAGES

English: Native | Malayalam: Native | Hindi: Proficient in Business | French: Beginner