

# Pritesh Chauhan

Design Engineer · Product Designer · UI/UX

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## PROFILE

Product designer with 15+ years designing digital products, from web3 dashboards and mobile apps to licensed fashion ranges. Today I'm fully focused on developing apps and digital experiences: research, flows and UI in Figma, then the front end and AI features in code, shipped to real users.

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## EXPERIENCE

### Founding UX Designer

VTVL — Jul 2022 – Jul 2025 | Remote

- Founding designer for a web3 startup simplifying custom token management
- Built the whole design ecosystem, from components to screen UI, for the vesting platform
- Led the company rebrand, from logo to visual system
- Prototyped the key flows that helped secure pre-seed funding and shaped the first MVP

### Lead UI Designer

Your Genie — Dec 2019 – Sep 2021 | Bangkok

- Led the Bangkok design team delivering mobile experiences
- Drove design development, including trend research, strategy and process improvements
- Worked with Product, Content, Marketing and Engineering to manage timelines and run promotions

### License Designer

Poeticgem Ltd — Mar 2018 – Aug 2019 | London

- Designed with Disney, Marvel and Star Wars licences for an in-house menswear brand
- Created seasonal, on-trend ranges for retailers including Next, Primark, George and Tesco
- Briefed licensees and handled approvals; prepared colour-separated, print-ready factory files

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## SKILLS

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|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Design</b> | Figma · Sketch · Adobe Creative Cloud · Principle · Design Systems · Wireframing · Prototyping · User Flows · Visual Identity                                                        |
| <b>UX</b>     | User Research · Usability Testing · Journey Mapping · Personas · Storyboarding · Affinity Diagrams · Workshops · Information Architecture                                            |
| <b>AI</b>     | AI Agents · Conversational AI (WhatsApp, LINE) · LLM APIs (Gemini) · Prompt Design · Eval Suites · Computer Vision (MediaPipe) · Generative Image & 3D · AI-assisted Coding (Cursor) |
| <b>Build</b>  | HTML/CSS · JavaScript · TypeScript · React / Next.js · Node.js · Supabase · Stripe · Chrome Extensions                                                                               |

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## EDUCATION

**De Montfort University** — Bachelor's, Multimedia Design (2002–2006)

**Wyggeston & QE I College** — A Levels, Art & Design + Graphic Communication (2000–2002)

**Dribbble** — Product Design Course (March 2022)