James Chugh

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Summary

Product Designer crafting UI/UX for B2C and B2B products across travel, hospitality, and food-tech at OYO, MakeMyTrip, and EazyDiner. Partner with product managers and engineers to ship data-informed experiences across web, iOS, and Android. Built and shipped LastLook, a live iOS app, using AI-assisted development.

Experience

PRISM Group (OYO) **December 2025 – Present**

Associate Product Designer *Gurugram, Haryana*

- Led design of OYO's first location-based **Self Check-in** with PMs and engineers, automating guest verification to curb booking bypasses; piloted on 500 properties, rollout approved for **6,000+ properties** (projected **INR 7.7L+ (~$9K)/month** net revenue uplift at full rollout).
- Introduced OYO's **first-ever multi-rate room selection** across web, iOS, and Android, enabling room upsells to lift ARPU and average booking value; **approved by leadership** for platform-wide launch.
- Rebuilt the 15-year-old homeowner advertising dashboard for **Traum-Ferienwohnungen** (OYO's German rental brand) from scratch as a **B2B dashboard** cross-selling ad plans, premium listings, and photography.
- Restructured its information architecture and readability through competitive analysis, working within OYO's design system; delivered hi-fi designs and developer handoff, now in development with engineering.

MakeMyTrip **April 2025 – October 2025**

Product Design Intern *Gurugram, Haryana*

- Redesigned **Special Requests** with structured categories and real-time hotelier chat across 2,800+ properties, driving **50%+ feature adoption growth** in two weeks and **nearly 2x hotelier response rates**.
- Designed and shipped the **Fly + Stay** cross-sell journey with contextual offers and personalized nudges, validated through usability testing, lifting hotel attach rate by **9.5%** and reducing leakage to competitors.

EazyDiner **February 2025 – April 2025**

Product Design Intern *Gurugram, Haryana*

- Overhauled the coupon and checkout experience with upfront offers and a three-level offer hierarchy, simplifying discovery across **300+ bank, payment, and restaurant offers** for faster checkout decisions.
- Used funnel analysis to pinpoint payment drop-offs and developed a scalable coupon discovery framework, increasing coupon adoption by **25%+** and payment success by **40%+** within the first month of launch.
- Partnered with product managers and engineers to take the flow from user flows and wireframes to high-fidelity prototypes, iterating through usability testing before developer handoff and launch.

Education

Netaji Subhas University of Technology (NSUT) **March 2021 – March 2025**

BTech, Mechanical Engineering

- Led design and launch of NSUT's Moksha festival website for **70,000+ visitors** across mobile and desktop.

Projects

LastLook: Memory Assistant App | *Live on App Store* **May 2026 – Present**

- Created LastLook, a location-aware memory assistant that uses geofencing, behavioral patterns, smart reminders, and personalized insights to help people remember everyday essentials.
- Led the product from concept to launch, defining the experience, interaction architecture, visual language, and prototypes in Figma, then built it natively in SwiftUI and Xcode using Claude as an AI coding partner.
- **Launched on the App Store**, reaching 300+ downloads within two weeks with **20%+ conversion**, while generating **2,50,000+ organic views** through product-led marketing and distribution.

Skills

Tools: Figma, FigJam, Framer, ProtoPie, Rive, Webflow, Claude, SwiftUI, Xcode, Supabase, PostHog, Clarity.
Core Competencies: UI/UX Design, Visual Design, Mobile App Design, User Research, Usability Testing, Competitive Analysis, A/B Testing, User Flows, Wireframing, Prototyping, Interaction Design, Information Architecture, Design Systems, Cross-functional Collaboration, Stakeholder Management.