

CHIRAG NARULA

UX & UI Design, Product design, Art

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EMPLOYMENT

Grofers, New Delhi

Founding Designer, Since Apr 2015

Mygreenbox, New Delhi

Founding Designer, 1 Year, Apr 2014 • Acquired by Grofers

Aaron Marcus + Associates, Berkeley, California

Designer / Analyst, 5 Months, Jan 2012

Walmart Labs, Bangalore

UX Designer Intern, Summer Internship, 2013

RELEVANT PROJECTS

Grofers.com & mobile apps

Led design for customer end web-app, iOS, Android apps

[Read web app case study](#) [Download app](#)

Grofers order processing

Led product to help 300 members team fulfill & track 50k orders (per day) in real time

[Read case study](#)

Grofers' backend solutions

Led design for delivery system, shopper system and other tech solutions for Grofers

Mygreenbox: easy groceries

Led product and design for Android and iOS app to shop groceries

Innovation Machine

A behavior persuasive mobile platform to help users innovate better

[Read brief abstract](#)

EDUCATION

M.Des, Design for Digital Experience

National Institute of Design, 2012-14, Bangalore

B.Tech, Computer Science

IP University, 2007-11, New Delhi

PUBLICATION & AWARDS

The Innovation Machine: Mobile UX Design Combining Information and Persuasion Design to Change Behavior, Design, User Experience and Usability

Web, Mobile, and Product Design Lecture Notes in Computer Science, Volume 8015, 2013

Awards: Samsung UX Challenge 2013