Chaitanya Thanekar

`Senior UX Designer` `Automotive HMI` `Mobile & Web` `4+ Yrs experience`

Senior UX Designer with 4+ years of experience in automotive HMI, connected vehicle systems, and digital products, specializing in user research, interaction design, design systems, accessibility, agile workflows, and end-to-end product UX.

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in Chaitanya Thanekar
🖥️ Chaitanya Portfolio

Work Experience

Bosch - BGSW
Senior UX Designer

`June 2025 - Present` `Bangalore`

- Led the design of a Proof of Concept (POC) for the **future of Electric Vehicles**, applying user-centered design methods to explore next-gen mobility experiences and validate innovative interaction models.

- Designed an end-to-end theme for an upcoming **two-wheeler product with a circular display**, creating scalable UI patterns, reusable components, and design guidelines to ensure consistency, usability, and future adaptability.

Mercedes-Benz Research & Development India
Senior UX Designer | On-site | Deputation from BGSW

`June 2024 - May 2025` `Bangalore`

- **Managed the Bluetooth and connectivity** domain and refined design concepts from the initial stages to enhance the overall user experience.

- Developed innovative, industry-aligned concepts and ensured thorough testing and validation.

- Improved sprint efficiency by 25%, increasing on-time delivery of design assets across cross-functional teams.

Bosch - BGSW
UX Designer

`September 2021 - May 2024` `Bangalore`

- **Designed HMIs, mobile applications, and web portals** focused on intuitive, user-friendly automotive interfaces.

- **Work showcased at CES 2024**, involving a future-themed design project from concept visualization to final interface, completed in 6 months with a modular design system adaptable to customer needs. Highly appreciated by major OEMs.

- Designed an HMI and mobile application for an OEM specialising in advanced electric vehicle rentals; **received positive feedback for ease of use and reduced customer friction time.**

- Delivered multiple POCs within 6-month timelines, adopted as reference concepts by major automotive OEMs.

- Designed interfaces for displays as small as 320px × 240px while maintaining usability and clarity.

- Reduced customer interaction friction time through usability-led design improvements.

Bosch - BGSW
Experience Design Intern

`February 2021 - September 2021` `WFH`

Researched automotive domain fundamentals, human behavior in vehicles, and emerging mobility trends. **Designed an individual project on Level 3 Automated Vehicle HMI as part of academic curriculum**.

Education

MIT Institute of Design, Pune
Master of Design - User Experience Design

`2019 - 2021`

Sir JJ College of Architecture, Mumbai
B-Arch - Bachelor of Architecture

`2014 - 2019`

Skills

UX & Design Skills
User Research, Interaction Design, Information Architecture, Wireframing, Prototyping, UI Design, Usability Testing, Accessibility, Design Systems, Human-Centered Design

Research Methods
User Interviews, Contextual Inquiry, Surveys, Persona Creation, Journey Mapping, Task Analysis, A/B Testing, Competitive Analysis, Market Research

Tools
Figma, Miro, Adobe Creative Suite, Sketch, AI Design Tools

Achievements

Work showcased in CES 2023
Created a comprehensive design theme from the ground up, defining principles, guidelines, and reusable components, and building a scalable design library that became the foundation for showcasing Bosch's upcoming product portfolio.

Certifications

Augmented Reality - Google
Augmented Reality and ARCore - Google
Issued May 2020

User Research and Design
University of Minnesota
Issued Feb 2021

Leisure Activities

Sports (watching and playing), Sketching, Photography