

UI/UX Designer

UI/UX Designer with **4+ years** creating data-informed experiences for SaaS, EdTech, and Fintech products. Proven track record improving **user satisfaction by 28%** and reducing time-to-market by **40% through AI-augmented workflows**. Skilled in leading cross-functional teams, establishing design systems, and mentoring junior designers.

PROFESSIONAL EXPERIENCE [4+ Years]

Wegofin Digital Solutions [1.5+ years]

Aug 2024 - Present

UI/UX Designer

- Accelerated product development by **40%** using **AI-enhanced workflow** (ChatGPT for user journey mapping, Lovable AI for wireframing), reducing initial design phase from 2-3 weeks to **5 days** and enabling visual-first stakeholder meetings.
- Increased user retention by **22%** through dashboard redesign based on research with **20+ users** and analysis of user session data, impacting **5K+ active users**.
- Established design system adopted by 3 product teams with **80+ reusable components**, reducing design-to-dev handoff time by **35%** and ensuring consistency across 8+ modules.
- Improved CSAT from 3.4 to 4.2 (**24% increase**) by implementing user feedback loops and systematically addressing top 5 pain points from support tickets.
- Led 4 major feature launches** in cross-functional team of 8, maintaining **92% on-time delivery** through bi-weekly sprints and design critiques.
- Mentored 2 junior designers**, improving their **delivery speed by 35%** through structured 1:1s and introducing **AI-assisted design techniques**.

StudyleagueIT Solutions [1.5+ years]

Nov 2022 - Aug 2024

UI/UX Designer

- Designed 6 products** from concept to launch (0-1), translating early-stage ideas into validated solutions **servicing 20K+ users** while balancing user needs, business goals, and technical constraints.
- Owned B2B2C contracting product end-to-end, identifying user personas and pain points through direct client collaboration, delivering design that reduced completion time from 14 days to 7 days (50% improvement).
- Developed component library** with 85+ reusable elements in Figma, accelerating design velocity by 2.5x and reducing front-end development time by 40% through code-aligned components for e-commerce platform.
- Shipped bi-weekly releases in agile sprints** with 6-8 person team, balancing design quality and technical feasibility through continuous user feedback and design-dev collaboration, achieving 95% implementation fidelity and **55% fewer post-launch bugs**.

Freelance [1 year]

Dec 2021 - Nov 2022

UI Designer

- Delivered 4 digital products **end-to-end for startups** across education, and e-commerce verticals.
- Improved client conversion rates** by average **25%** through data-informed iterations and CRO best practices implementation.
- Managed 10+ client relationships** independently, maintaining **95% design implementation** fidelity through detailed specs and handoffs.

CORE COMPETENCIES

Design & Research

UI/UX Design • Product Design • Design Systems • User Research • Usability Testing • A/B Testing • Wireframing • Prototyping • Accessibility (WCAG 2.1) • Information Architecture

Product Strategy

User Journey Mapping • Feature Prioritization • MVP Definition • Data-Informed Design • Stakeholder Management • Business Requirements Analysis

Collaboration

Agile/Scrum • Cross-Functional Leadership • Mentorship • Design Critique • Developer Collaboration

Tools

Figma (Advanced) • Adobe XD • Photoshop • Illustrator • Miro/FigJam • ChatGPT • Claude AI • Lovable AI • Google Analytics

EDUCATION

Bachelor of Engineering – Electronics & Telecommunication (EXTC)

University of Mumbai

KEY ACHIEVEMENTS

- Pioneered **AI-augmented design process** reducing design cycles by 40%.
- Built design system used across 3 teams, adopted by 8+ products.
- Improved **customer satisfaction by 24%** through systematic UX improvements.
- Mentored 2 junior designers**, improving their delivery speed by 35% through structured 1:1s and introducing AI-assisted design techniques.