

Pallavi Karma

Visual Designer | UI/UX Designer | Product Designer | UX Researcher

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PROFESSIONAL SUMMARY

I'm a UI/UX Designer with 3+ years of experience turning complex ideas into simple, meaningful digital experiences. My strength lies in understanding both people and products — crafting interfaces that feel effortless yet purposeful. I combine strategy, empathy, and visual clarity to design solutions that solve real problems and align with business goals. From mapping user journeys to refining final interfaces, I focus on creating experiences that work beautifully and connect deeply with users.

KEY COMPETENCIES

- User Flows
- Usability Testing
- Wireframes
- Prototypes
- Persona Hypothesis
- Layout Design
- Competitor Analysis
- Design Systems
- Figma
- Adobe XD
- Jira
- ClickUp
- Experience Mapping

WORK EXPERIENCE

PRODUCT DESIGNER

Rango. Design, Indore

Oct 2024 – Aug 2025

- Designed a D2C website for a client featured on Shark Tank, enhancing user engagement and business credibility.
- Created a website offering Amazon ad optimization services, focusing on seamless user experience and conversion-driven design.
- Developed a mobile app tailored for property management, simplifying operations for owners and managers in the UK.
- Designed a professional website for a talent acquisition business, highlighting recruitment capabilities and brand identity.
- Contributed to designing pages for an internet service provider, ensuring a user-centric and efficient browsing experience.
- Skilled in creating detailed PRDs (Product Requirement Documents) to align design goals with project objectives.

UI/UX DESIGNER

Hexcode Design Studio (formerly Known as Huede), Indore

Nov 2022– Sept 2024

- Designed a fintech website, focusing on secure and user-friendly financial services.
- Created a healthcare app to improve patient engagement and streamline medical processes.
- Developed several e-commerce websites, optimizing for high conversion rates and seamless user journeys.
- Designed travel websites, enhancing the booking experience with intuitive navigation and appealing visuals.

UI/UX DESIGNER

The Internet Folks, Bhopal

Aug 2022– Oct 2022

- Collaborated with multidisciplinary teams (Design, Development, Marketing, and Analytics) to deliver user-centered designs

RESEARCH ASSOCIATE

OMR Global, Indore

Jan 2021– Jan 2022

- Conducted in-depth research and analyzed secondary data across diverse domains to inform and enhance design decisions.
- Worked closely with cross-functional teams to align design goals with business objectives and user needs.
- Created design documentation and reports to communicate insights and strategies effectively to stakeholders.

PROJECTS

Homiverse- Property Management Platform

- Solved the problem of disconnected workflows by designing a unified platform for landlords, tenants, and mediators to manage properties seamlessly.
- Focused on improving usability and reducing friction in tasks like rent tracking, listings, and communication.
- Created user flows, wireframes, and high-fidelity designs to ensure clarity, accessibility, and consistency across all modules.
- Developed a PRD outlining key features and user journeys, aligning design decisions with real user needs and business goals.

Qurfy- Healthcare Platform (Patient & Hospital Modules)

- Designed a dual-module healthcare platform connecting patients with nearby hospitals based on amenities, departments, and insurance coverage.
- Solved the problem of fragmented hospital discovery and appointment booking by creating a simple, transparent, and data-driven experience.
- Created end-to-end user flows, wireframes, and high-fidelity UI for both the patient app and hospital portal.
- Collaborated with stakeholders to define features, refine workflows, and ensure usability through research and iterative testing.

Video Analytics

- Developed Advanced Surveillance System: Designed features like multi-camera views, 360° video, motion-activated recording, and intelligent zoom for efficient monitoring.
- Enhanced User Navigation: Improved usability with camera grouping, interactive sitemaps, and customizable dashboards.
- Streamlined Configuration and Reporting: Simplified camera settings, storage policies, and report generation with export options.
- Proposed UX Improvements: Suggested dark mode, mobile integration, and onboarding guides to enhance user experience.

Salon Appointment Booking Portal

- Designed a salon appointment platform with three key modules:
- User Module: Enabled customers to search for nearby salons, view available services, and easily book appointments.
- Artist Module: Allowed artists to manage their appointments, showcase their skills, and set their availability for bookings.
- Admin Module: Empowered administrators to manage salon operations, including appointment scheduling, user and artist management, and overall system control.
- This solution optimized the user experience for customers, artists, and admins, ensuring seamless interaction and efficient salon management.

THE DESIGN INSTITUTE, INDORE

UX Designer Intern

Oct 2019– Aug 2020

- Participated in research and design initiatives, successfully gaining client approvals for innovative concepts.
- Coordinated with development teams to ensure seamless execution and delivery of approved projects.

EDUCATION

MEDI-CAPS UNIVERSITY, INDORE

Bachelor of Technology in Computer Science

Jul 2017 – May 2020

SHRI VAISHNAV POLYTECHNIC, INDORE

Diploma of Engineering in Computer Science

Jun 2013 – Apr 2017