

# Jagadeesh Mothe UI Designer

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## PROFESSIONAL SUMMARY

Experienced UX/UI Designer proficient in Adobe tools and responsive web design, known for delivering impactful designs across industries. Skilled in Figma, Adobe XD, Sketch, and HTML, with a focus on intuitive interfaces. Dynamic UI/UX Design Lead with expertise in SaaS design and project management, driving high-impact solutions and boosting customer satisfaction.

## TECHNICAL SKILLS

- **Design Tools :** Figma, Adobe XD, Sketch, InVision, Framer, Adobe Photoshop
- **Core UI Skills :** Wireframing, Prototyping, User Interface Design, User Experience Design, High-Fidelity Mockups, Low-Fidelity Wireframes, User Flows, Information Architecture, Interactive Prototypes
- **Research & Testing :** User Research, Usability Testing, A/B Testing, Heuristic Evaluation, UX Audits, Surveys & Interviews
- **Design Techniques :** Responsive Design, Mobile-First Design, Design Systems, Conversion Rate Optimization, Accessibility (WCAG), Visual Hierarchy, Typography, Color Theory
- **Workflow & Collaboration :** Agile Methodology, Cross-functional Collaboration, Developer Handoff, Client Communication, Design Sprints, Project Management
- **Development Languages:** HTML5, CSS
- **Business & Strategy :** Customer Journey Mapping, Data-Driven Design, Product Thinking, UX Strategy, Branding, Marketing Design

## PROFESSIONAL EXPERIENCE

Jun 2024 – Present

Hyderabad

### 3dm Agency, UX UI Designer

- Designed and developed responsive landing pages and websites using Figma, adhering to best practices in UI/UX design.
- Created interactive wireframes, high-fidelity mockups, and clickable prototypes for web, mobile applications, and SaaS dashboards. Worked on finance, fintech, Gen AI, and agentic AI projects for clients such as Johnson & Johnson and PepsiCo.
- Managing a constantly growing number of SaaS(Software As a Service) subscriptions can be complicated with in Finance, IT and Business operations teams are almost stretched thin.
- Conduct primary & secondary research to understand the target audience pain points. In addition to this did competitor research.
- Create low-fidelity wireframes and design the colour schemes, typography and iconography for a cohesive experience.
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- As the only designer, study the current user flows and user interface to understand pain points for revamping the DCMA device experience and interface into applications(mobile & web).Developed user personas and journey maps to make design decisions and ensure user-centric solutions and created wireframes, high-fidelity mock-ups and interactive prototypes.

Sep 2023 – May 2024

Hyderabad

### **Tech Arion, UX UI Designer**

- Redesigned navigation flows and user journeys, resulting in a 30% reduction in customer support queries by enhancing overall usability.
- Developed wireframes, prototypes, and high-fidelity UI designs to enhance user engagement and accessibility collaborated with stakeholders, product managers, and developers to create intuitive financial interfaces. Conducted usability testing and iterated designs based on user feedback and analytics
- Optimized primary user flows and interaction patterns, contributing to a 30% decrease in bounce rates and increased user engagement.

Jun 2022 – Aug 2023

Hyderabad

### **Apex Covantage, UI Designer**

- Conduct primary & secondary research to understand the target audience pain points. In addition to this did competitor research
- Create low-fidelity wireframes and design the colour schemes, typography and iconography for a cohesive experience.
- Conduct usability tests to gather feedback and iterate on the design
- Developed design systems and reusable UI components to ensure visual consistency, enhance efficiency, and support product scalability.
- Conducted user research and created detailed user personas and journey maps to guide user-centered design based on real user behaviors and needs.

Apr 2021 – May 2022

Bangalore

### **Designboat, UI Designer Trainee**

- Trained in the complete UI/UX design process, including user research, information architecture, wireframing, prototyping, and usability testing.
- Gained hands-on experience with industry-standard design tools such as Figma, Adobe XD, and Sketch.
- Developed mock projects and case studies by applying design thinking and user-centered design principles to address real-world problems.
- Created user personas, user flows, and journey maps, and conducted usability evaluations to support informed design decisions.
- Designed mobile app and web UI components, applying visual hierarchy, layout principles, and responsive design standards.

## **EDUCATION**

Aug 2016 – Dec 2020

Nuzvid

### **Sri Sarathi Institute of Engineering and Technology,**

*Bachelor of Technology in Electrical and Electronics Engineering*

## **CERTIFICATES**

- Google UX Design Certificate
- Designboat UI/UX School
- Accenture design skills