

# Dev Shrimali

Senior UI/UX Designer — 6.5+ Years Experience  
Ahmedabad, Gujarat, India

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LinkedIn — Behance

## Summary

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Senior UI/UX Designer with 6.5+ years crafting intuitive, user-centered digital products across web and mobile. I blend design strategy, research insights, interaction design, and visual systems to solve complex problems and elevate experiences. I partner closely with developers and stakeholders to ensure cohesive execution from research to high-fidelity visuals and prototypes. My work spans e-commerce, fintech, healthcare, AI-driven platforms, and brand systems.

## Core Skills

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User Research · Design Thinking · Interaction Design · Information Architecture · Wireframing · Prototyping · Usability Testing · Responsive Mobile-First Design · Design Systems · Brand Identity · Visual Systems · UX Strategy · Component Libraries · Data-informed Decision Making · Micro-interactions

## Tools & Technologies

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Figma · Adobe Creative Suite · Miro · Notion · ProtoPie · Framer · FlutterFlow · HTML5 · CSS3/SCSS · JavaScript · Webflow

## Work Experience

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### Senior UI/UX Designer

Aug 2024 – Present

*EnlightVision Technologies, Ahmedabad*

- Lead design strategy and execution for client and internal digital products.
- Collaborate with product and development teams to align UX decisions with technical feasibility.
- Spearhead prototype development and interaction specs to streamline build cycles.

### UI/UX Designer

Mar 2021 – Mar 2024

*Konzept Solutions, Ahmedabad*

- Guided UX and UI work for responsive web and mobile experiences.
- Conducted research, testing, and iteration to validate design decisions.
- Developed reusable design components and systems for consistency across products.

### Web & Graphic Designer

Oct 2020 – Feb 2021

*VMG Software Solutions, Gandhinagar*

- Delivered visual solutions spanning web interfaces, graphic design, and branding assets.

### Graphic Designer

Apr 2019 – Oct 2020

*Pixeltec Digital Wallpaper, Ahmedabad*

- Produced branded visuals, wallpapers, and print design deliverables.

## Selected Projects

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- **Fintech UX Research Mobile App** — UX research and interface design to simplify financial workflows.
- **Fintech Crypto Mobile App UI Kit** — Visual system and UI components for crypto trading.
- **Cleaning Services Web UI** — Responsive web design with engaging visuals.
- **E-commerce Web Design (Furniture)** — UI design focused on conversion and product discovery.
- **Healthcare Medical App** — Mobile experience with care-centered navigation and usability.
- **VR Gaming UI Concept** — Interaction design for immersive gaming experiences.

## Certifications

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- Google UX Design Professional Certificate
- UI & UX Assessment — LearnTube.ai
- UX Research Fundamentals — Interaction Design Foundation
- Accessibility for UX Designers (WCAG) — Interaction Design Foundation
- Design Systems for Product Designers

## Education

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**Bachelor of Technology (B.Tech), Computer Science**  
Ganpat University of India, Gujarat

2018