Pankaj Prashant Mendhapurkar

Senior UIUX Designer

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SUMMARY

A **Senior UI/UX Designer** with over 6 years of experience in crafting innovative and user-centric design solutions. Adept at solving complex design challenges by integrating user research, usability testing, wireframing, and prototyping into seamless interfaces and experiences. Proficient in creating scalable, functional designs using tools like Figma, Sketch, and Adobe Creative Suite. Skilled in delivering meaningful, intuitive user experiences that align with business goals and enhance user satisfaction.

SKILLS

UI/UX, Product Design	User Research	Design System
Accessibility, Usability Testing	User-Centered Research and Testing	Prototyping, Interaction Design
Data Visualization Process	Funnel Reducing and Iteration	Problem-Solving
User Journey Mapping	Data-driven Decisions	

EXPERIENCE

Benzy Infotech Pvt. Ltd., Pune
Senior UIUX Designer   *May 2023 - May 2024*

- **Optimized Process:** user research, including market surveys and interviews, was conducted to gather insights and identify user pain points. These efforts resulted in a 12–20% improvement in overall user experience.
- **Testing:** leveraged Figma to design and iterate solutions based on user feedback, usability testing, and data-driven insights.
- Collaborated closely with the development team to ensure design consistency and seamless functionality. Implemented design systems to streamline the development process, accelerate implementation, and enhance the overall user experience.
- **App link**: https://play.google.com/store/apps/details?id=com.akbartravel.AkbarTravels&hl=en_IN&gl=US

Ethosh Digital Pvt. Ltd., Pune
UiUX Designer   *Feb 2021 - Jan 2023*

- Optimized development by 15–18% with modular design systems for AR/VR projects.
- Delivered seamless and meaningful designs with usability testing for immersive experiences.
- Prototyped AR/VR interactions using Adobe XD, Figma, Unity, and Unreal Engine. Created motion designs and animations for engaging 3D environments.
- **3D Web link:** https://dev.circor.com/sites/default/files/virtualplant/Circor_Demo_Valve/index.html
- **3D Web link:** https://demo.ethosh.net/Thermofisher/ELV17/Overview/index.html?Mute=false
- **3D link:** https://xd.adobe.com/view/7c68c1b2-1078-4da7-832e-d60bebd1d841-293b/screen/59e83a91-3f82-4fe7-9517-e5ef65cee624/?fullscreen

Paradiso Software Pvt. Ltd., Pune
Graphics Cum UI Designer   *May 2020 - Nov 2020*

- Designed a responsive e-learning mobile app by implementing UI design, wireframes, and prototypes based on the web experience.
- Delivered designs for blog landing pages, brochures, and case studies resulting in a 20-30% increase.
- Collaborated with development and marketing teams to align project requirements and translate user needs into intuitive solutions.

Hyfen Studio Pvt. Ltd., Pune
UIUX Designer   *Dec 2019 - Apr 2020*

- Enhanced the UX flow of an HRMS web app project by implementing intuitive UI designs, prototyping, and cohesive branding strategies.
- Delivered high-quality graphic assets, including digital/blog event landing pages, brochures, and case studies, ensuring impactful visual communication.

Pudhari Publication Pvt. Ltd., Pune
Artist cum Graphic Designer   *Dec 2018 - Dec 2019*

- Led the design process for newspaper page layouts at Pudhari, managing creative ad designs and addressing production-related design requests.
- Designed diverse print media assets, including magazines, newspapers, packaging, flyers, posters, brochures, and other publications.

Mudrankan Offsets Pvt. Ltd., Pune
Graphic Designer   *Feb 2018 - Dec 2018*

- Designed compelling print media assets, including magazines, newspapers, packaging, flyers, posters, brochures, and other publications, ensuring impactful visual communication.
- I specialize in layout design, focusing on information hierarchy, grid systems, and page composition to create visually appealing and well-structured print materials.

EDUCATION

AGPIT College, Bachelor of Engineering, Computer Science and Engineering   2017
Certification: UIUX Design, 2019 (Edit Institution, Pune)

ADDITIONAL

Tools & Technologies: Graphic: Adobe CC, CorelDRAW | UI/UX Tools: Figma, Adobe XD, Sketch
                    Prototyping: InVision | Project Management: JIRA, Asana, Teamwork, etc.
Skills: UIUX, Product Design, Basic Front End Dev, Testing, Study Documentation, etc
Languages: English, Hindi, Marathi, Kannada