

# SARTHAK UMAK

## UI/UX Designer

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### SUMMARY

Mechanical Engineer turned UI/UX Designer with a unique blend of technical expertise and creative problem-solving skills. Adept at leveraging engineering principles in design to create user-friendly, impactful products. Demonstrated success in improving user satisfaction, conversion rates, and usability metrics. Seeking opportunities to apply my passion for innovative and user-centered design solutions in a dynamic environment.

### WORK EXPERIENCE

UI/UX Designer, HOORA Technologies August 2023 - Present

- **Led UX research** for the B2C customer app, conducting qualitative and quantitative studies using empathy mapping, user journey mapping, and affinity mapping to inform design decisions and improve user satisfaction by **15%**.
- **Created and presented research reports** to stakeholders, driving actionable insights that enhanced user experience and boosted conversion rates.
- **Designed and implemented** new features and prototyped **user-centric and business-centric** solutions for apps, websites, portals, and dashboards, resulting in a **20% increase in KPIs and lead generation**.
- Conducted interviews and UAT sessions to validate designs, leading to a **30% improvement in usability ratings** and user adoption rates.
- Collaborated with cross-functional teams to optimize workflows, reducing design turnaround time by **25%**.

### EDUCATION

UX Design Training March 2023 - May 2023  
Tata Strive, Nagpur

Bachelor in Mechanical Engineering Aug 2019 - May 2022  
Savitribai Phule Pune University

Diploma in Mechanical Engineering Aug 2016 - May 2019  
Maharashtra State Board of Technical Education

### SKILLS

- Design & Prototyping: Figma, Adobe XD, Photoshop, Illustrator
- Methodologies: Empathy Mapping, User Journey Mapping, Affinity Mapping, Wireframing, Design Systems
- Research & Analysis: Qualitative and Quantitative Research, Usability Testing (UAT), A/B Testing
- Soft Skills: Collaboration, Problem-Solving, Stakeholder Management, Communication

### CERTIFICATIONS

- Google UX Design
- Tata Strive UX Design
- NSDC UX Design
- Autodesk AutoCAD User Certification
- CATIA 3D Models