Simran Lalchandani
UI/UX Designer

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Address (India)
Thaltej, Ahmedabad Gujarat

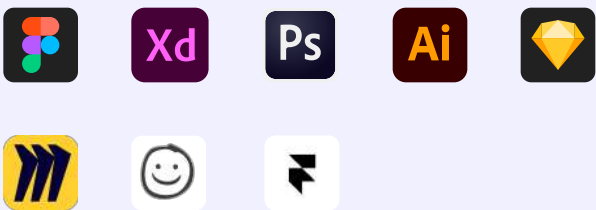**Address (UAE)**
Al Furjan, Dubai

Website
https://www.simranlalchandani.com/

SOCIALS

Portfolio
behance.net/simranlalchandani_be

LinkedIn
simran-lalchandani-18b92718b

EXPERTISE

UX   UI   Mock-ups   Visual Design

Prototyping & Wireframing   B2B   B2C

UX Research   Design System

Data Visualisation   Empathy Mapping

Info. Architecture   Azile Methodology

Usability Testing   Color Theory

Personas   Branding &Typography

User Interviews   Iconography

Dark Patterns   UX Microcopy

TOOLS

EDUCATION

Gyan Ganga College Of Technology
Jabalpur (M.P)

2016 - 2020

B.E (Computer Science)

PROFESSIONAL SUMMARY

I'm a passionate UI/UX Designer focused on creating simple, intuitive, and user-friendly products. I believe in a design methodology where strategy, creativity, and technology converge to deliver meaningful experiences. Skilled in various design softwares, I have collaborated on multiple projects, delivering aesthetically pleasing, user-friendly designs with a strong focus on UX.

WORK EXPERIENCE

Brilworks Software
Senior UI/UX Designer (Full Time)

Sep 2024-May 2025
Ahmedabad, Gujarat

SWIFTSUPPORT.AI-A WEB APPLICATION

SwiftSupport's mission is to streamline customer interactions and reduce wait times by providing businesses with AI Automation, AI Co-pilots, & AI Agents.

- Designed intuitive interfaces that enhance customer interactions, leveraging AI automation, co-pilots, and agents to streamline processes and minimize wait times for businesses.

TatvaSoft
UI/UX Designer (Full Time)

July 2022-July 2024
Ahmedabad, Gujarat

FLYTERN -A WEB & MOBILE APPLICATION

An Application in which Users can plan seamless travel & also book their flight tickets online/remotely.

- Designed an innovative, user-friendly UI for efficient trip organization, aligning with user needs through collaboration with product managers and developers.

VETPASS- A WEB APPLICATION

VETPASS: The ultimate app for pet owners, vets, and service providers. Owners get comprehensive pet info, free online vet access, forums to enhance pet parenting and share the joy.

- Created a user-friendly interface for a groundbreaking platform, globally reshaping pet care concerning vets & pets.

BENTLEY QUEUE SYSTEM -A WEBSITE DESIGN

The Bentley Queue System project aims to transform customer experience in showrooms through an advanced queue management system, streamlining customer queues and optimizing sales team assignments to boost operational efficiency.

BENTLEY MOTORS

- Crafted a user-friendly interface for customers to join and monitor queues, with objectives including Queue Management, Sales Team Assignment, Geofencing, and Meeting Reporting.

SAFE GUARD FOR UBER - A MOBILE APPLICATION

An Application to Safeguard clients from threats, secure premises, identify suspicious behaviour, & diffuse situations to ensure safety from various dangers.

- Created a user-friendly interface to protect clients from threats like terrorism, political opponents, stalkers, or intrusive press and fans; secure premises before arrival, detect suspicious behavior or unauthorized individuals, and defuse potential conflicts. Yes, A normal person can hire a bodyguard for personal safety, increased risk, or specific security needs.

ROLES & RESPONSIBILITIES

- UX research to find pain points
- Generate the best ideas for best solutions
- Prototype
- Release the most beneficial design
- Convert UX goals into design sets
- Maintain libraries of product icons, colours & fonts
- Apply branding guidelines
- Utilise design concepts (e.g.,Gestalt principles)
- Analyse gathered user data to synthesise key findings to make design proposals
- Advocate client for users needs & perspectives
- Help inform product goals by presenting research findings to relevant solutions
- Test & improve designs using evaluative research e.g.,usability testing

SOFT SKILLS

- Creativity & Collaboration
- Super Eye on Details
- Prioritization & Time management
- Positive Attitude

ACHIEVEMENTS

Grand Finale | Smart India Hackathon

2018 & 2019 (Participant)

Delhi, Kolkata

Calligraphy Competition

2016 (Won 1st price)

Nalanda Public Hr. Sec School, Satna (M.P)

Illustration Showcase

2014

Vindhya Group of Institutions, Satna (M.P)

INTERESTS

- Calligraphy
- Doodling & Illustration
- Painting
- Mandala Art
- Reading
- Music

LANGUAGE

English
Professional

Hindi
Native

Entera
UI/UX Designer (Full Time)

Sep 2021 - June 2022

Raipur, Chhattisgarh

ARROW- A MOBILE APPLICATION

An Application to buy, sell and rent of new or used Heavy Machinery Equipment to create impactful experiences to clients.

- I crafted an intuitive interface for an application facilitating the seamless buying, selling, and renting of new or used heavy machinery equipment, ensuring clients experience a user-friendly and impactful platform.

NFT MARKETPLACE - A WEB & MOBILE APPLICATION

An NFT marketplace is a digital platform for buying and selling NFTs via cryptocurrency or money.

- I crafted an innovative NFT marketplace interface, providing a seamless platform for buying, selling, and trading unique non-fungible tokens. Empowering individuals to explore, invest, and connect through digital assets.

Entera
UI/UX Designer (Internship)

July 2021 - Aug 2021

Raipur, Chhattisgarh

BEYLEARNING - A WEBSITE APPLICATION

An online learning platform for educational content and resources that offers a student everything they need in one place: lectures, resources, opportunities to meet and chat with other students, and more.

- Designed a innovative interface for all-in-one online learning platform, providing students with lectures, resources, networking opportunities, and collaborative spaces. Elevate user's educational experience with a unified hub for comprehensive learning.

Lloyd Harrington
UI/UX Designer (Internship)

May 2021 - June 2021

Sydney,Australia

WHY FITT- A MOBILE APPLICATION

An application that helps users achieve their fitness goals quickly and efficiently by connecting with trainers online.

- Created user friendly interface by optimized functionality and performance where users can connect seamlessly with expert trainers online, personalized workouts, and real-time guidance for effective results to achieve fitness goals with efficiency and precision like never before.