Simran Lalchandani

UI/UX Designer

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SOCIALS

Portfolio
behance.net/simranlalchandani_be

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simran-lalchandani-18b92718b

EXPERTISE & SOFT SKILLS

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 · Dark Patterns · Branding &Typography · User Interviews · Iconography · Personas · Stakeholder Communication · Accessibility (WCAG) · Atomic Design · Sprint/Scrum Teamwork · UX Microcopy

SOFT SKILLS

- Creative Problem Solving
- Stakeholder Communication
- Super Eye on Details
- Prioritization & Time management
- Detail-Oriented & Critical Thinking

EDUCATION

Gyan Ganga College Of Technology
Jabalpur (M.P)

2016 - 2020

B.E (Computer Science)

PROFESSIONAL SUMMARY- **CURRENTLY IN DUBAI**

Senior UI/UX Designer with **4** years of **experience** crafting scalable web & mobile solutions for **B2B/B2C** platforms across FinTech, e-commerce, healthcare, cryptocurrency, AI, music, ed-tech, **SaaS**, logistics, real estate, travel, sports, HR Tech & more. Expert in end-to-end design — from user research & personas to prototyping, testing, & implementation. Drives data-informed strategies to boost usability, accessibility, conversion, & retention. Strong in Agile, cross-functional collaboration, & stakeholder communication cross-functional collaboration with product managers, developers, QA's, Content Writers & Marketers.

RESPONSIBILITIES

· Spearheaded UX design initiatives for multiple SaaS platforms, increasing user engagement by up to 30% through intuitive design & streamlined user flows.

· Led UX research & wireframing for large-scale enterprise applications across finance, education, & logistics domains.

· Conducted over 16+ user interviews, synthesized insights to define personas & drive UX strategy.

· Implemented component-based design systems that improved UI consistency & reduced design-developer handoff time by 40%.

· Advocated for user needs in cross-functional meetings, influencing product roadmaps & contributing to a 20% increase in task completion rates.

· Tools Used: Figma, Adobe XD, Sketch, Balsamic, Uizard, UXPilot, Miro, Maze, Hotzar, Google Analytics, MS Clarity, Jira, Notion, Midjourney, Claude AI, & more.

WORK EXPERIENCE

Brilworks Software
Senior UI/UX Designer (Full Time)

Sep 2024-May 2025
Ahmedabad, Gujarat

SWIFTSUPPORT.AI-A WEB APPLICATION

- Created an AI-driven support dashboards that optimized customer interaction workflows, reducing average customer wait times by 40% & providing business solutions with AI Automation, AI Co-pilots, & AI Agents.

TatvaSoft
UI/UX Designer (Full Time)

July 2022-July 2024
Ahmedabad, Gujarat

FLYTERN -A WEB & MOBILE APPLICATION

- Designed a seamless travel planning and flight booking platform; implemented user-centric design solutions that enhanced trip planning efficiency and reduced booking time by 25%.

VETPASS (PET HEALTHCARE WEB & MOBILE APPLICATION

- Developed an inclusive platform UI connecting pet owners, vets, and service providers, resulting in a 35% increase in user sign-ups within the first quarter.

SAFEGUARD FOR UBER MOBILE APPLICATION

- Designed a personal safety application interface, incorporating behavioral detection UX patterns, boosting app adoption by users concerned about personal security.

BENTLEY QUEUE MANAGEMENT SYSTEM

- Created a showroom queue management interface for customers to join and monitor queues, with objectives including Queue Management, Sales Team, Geofencing, and Meeting Reporting, that reduced customer wait time by 50% and improved sales rep utilization by 20%.

ROLES

- Conduct UX research to identify user pain points and behavior patterns
- Ideate & validate design solutions aligned with user needs & business goals
- Low to high-fidelity prototypes & interactive wireframes
- Deliver impactful, user-centric designs that improve usability & engagement
- Translate UX strategies into scalable, responsive design systems
- Maintain & evolve UI libraries (icons, colors, typography) for consistency
- Apply branding & visual guidelines across platforms & devices
- Implement UX principles (e.g., Gestalt, Hick's Law) to enhance user flows
- Analyze user data to derive insights & support design decisions
- Advocate for user needs during stakeholder reviews & product planning
- Align product goals with research findings & user feedback
- Conduct usability testing & iterate designs based on evaluative insights

TOOLS

ACHIEVEMENTS

Selected for Smart India Hackathon Grand Finale (2018 & 2019) – Top-tier national design challenge finalist.

Delhi, Kolkata

Winner – Calligraphy Competition (2016)

Featured in Institutional Illustration Showcase (2014)

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
- Designed end-to-end marketplace UX to facilitate buying/selling/ renting of equipment; enhanced UI flows that led to a 3x increase in listings.

NFT MARKETPLACE - A WEB & MOBILE APPLICATION
- A digital platform for buying and selling NFTs via cryptocurrency or money. Crafted an engaging interface to simplify NFT trading; improved first-time user experience with onboarding UX, increasing retention by 25%.

Entera
UI/UX Designer (Internship)

July 2021 - Aug 2021

Raipur, Chhattisgarh

BEYLEARNING - A WEBSITE APPLICATION
- Delivered a fully responsive educational platform that integrated content delivery, student interaction, and assessment into a cohesive UX.

Lloyd Harrington
UI/UX Designer (Internship)

May 2021 - June 2021

Sydney,Australia

WHY FITT- A MOBILE APPLICATION
- Developed a high-converting fitness application with real-time trainer integration, increasing daily active users by 45% within three months.