

Piyush Punjwani

Product & UX Designer

Product Designer with 1 year of experience delivering end-to-end UX/UI solutions for e-commerce, healthcare, and B2B cybersecurity platforms. Specialized in transforming user insights into intuitive, high-fidelity prototypes in Figma and creating scalable design systems from the ground up.

Contact

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Education

LOUGHBOROUGH UNIVERSITY

MSc User Experience Design
Dec 2024

SRISHTI MANIPAL INSTITUTE (MAHE)

BVoc User Interface & Interaction Engineering
June 2023 (CGPA: 7.92 / A+ Grade)

Skills

DESIGN & RESEARCH:

- Product Design & Strategy
- User Research (Qualitative & Quantitative)
- Usability Testing & Heuristic Evaluation
- Wireframing & High-Fidelity Prototyping
- Interaction Design

Professional Experience

INTERN, UI/UX DESIGN @ ICETEA MEDIA GROUP, BANGALORE

January 2023 - June 2023

- Led the UI overhaul for **Auction Journal** by redesigning 48 screens and pop-ups, introducing a modern design language that improved usability based on direct customer research and testing.
- Drove the end-to-end design of a **mobile health-tracking application** (Codename: LNRS), from initial competitive research and component design to delivering high-fidelity wireframes for development.
- Redesigned the **KREO Design** website by delivering creative interface solutions and conducting rigorous design testing to enhance user engagement and modernize the brand's digital presence.
- Conducted foundational user research for a new **healthcare platform** (Codename: URUS), developing and refining questionnaires through interviews with medical professionals to identify core user needs.
- Designed initial wireframes and key UI components for **Audree**, a new e-commerce platform in the women's self-care industry, establishing the visual direction for the project.

INTERN, UI DESIGN AND DEVELOPMENT @ ACALVIO TECHNOLOGIES, BANGALORE

April 2022 - June 2022

- Initiated and built the foundational **design system** in **Figma** for the ShadowPlex cybersecurity platform,

- Design Systems

TOOLS:

- Figma
- Adobe Creative Suite (XD, Ps, Ai)
- MIRO

TECHNICAL:

- HTML & CSS

PROFESSIONAL:

- Cross-functional Collaboration
- Stakeholder Communication
- Agile Methodologies
- Storytelling & Presentation

establishing guidelines and reusable components to ensure product-wide consistency.

- Partnered with the UI development team to implement key design principles and usability improvements for **ShadowPlex**, directly contributing to a more intuitive user experience.
- Conducted a comprehensive **heuristic evaluation** of the existing platform, preparing a detailed report with actionable recommendations for UI and UX enhancements.
- Coded and tested responsive UI components using **HTML and CSS** to ensure design fidelity during implementation.