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SUMMARY

Certified UI/UX Designer with **4+ years of IT experience** across SaaS dashboards, mobile apps, and web portals.

Transitioned from tech/analytics to UI/UX, blending logic with creativity using a problem-solving mindset.

KEY SKILLS

Design Tools: Figma, InVision, Marvel, Canva

Prototyping & Wireframing: Rapid prototyping, low/high-fidelity mockups

User Research: Personas, journey mapping, usability testing, A/B testing

UI Design: Responsive design, design systems, style guides, micro-interactions, HIG, WCAG compliance

Collaboration: Client presentations, stakeholder workshops, design-dev handoff

Methodologies: Design Thinking, Agile, Lean UX, Human-Centered Design

Tech Awareness: HTML/CSS, SDK terminology, Agile/Lean UX

EDUCATION & CERTIFICATION

Google Cloud Gen AI Leader | 2025

Google Prompting Essentials | 2025

Advanced UI/UX Design Certification, IIIT Bangalore | 2024

Google UI/UX Design Professional Certificate | 2024

B.Tech in EC Engineering | **Medi-Caps University, Indore** | 2016-2020 (7.5 CGPA)

HSC | 2016 (82%) , SSC | 2014 (9.2 CGPA)

Sarika Kanetkar

U I / U X D E S I G N E R

PROFESSIONAL EXPERIENCE

UI UX Designer (Consultant)

Jan '25 - Present

EnProSys Infotech | Indore, India

US Based Car Parking App & City Admin Portal | Cloud Learning Portal

- Designed **end-to-end user flows, wireframes, and responsive UIs** for the Parking App and City Admin web portal improving overall usability.
- Developed complete UI for Admin, Trainer, and Student roles of Cloud Learning Portal, with clear **navigation and access control**, aimed at reducing task time by 30%.
- Created rapid interactive prototypes using **Figma and Marvel** to validate design hypotheses.
- Built a scalable **design system** with reusable components (e.g., calendar, virtual meter, parking ticket UI), ensuring **visual consistency** across platforms
- Worked closely with developers to ensure design components aligned with **platform standards** and **SDK capabilities**, enabling seamless handoff and implementation
- Led **stakeholder presentations** and live design reviews, streamlining approvals and reducing rework by 25%

UI & Graphic Designer (Freelancer)

Feb '25 - Mar '25

WeDeliver | London, UK (Remote)

Germany unit of WeDeliver's grocery delivery app

- Designed app banners & modified UI flows aligning with brand identity, **increasing user engagement by 28%** through user research, A/B testing, and competitive analysis
- Collaborated directly with the **CEO and marketing team** to enhance digital presence, driving a 20% increase in **click-through rates** across key campaigns

Associate Consultant (Network & Business Analyst) | UI/UX Design via Internal SaaS Projects

Sep '20 - Aug '24

Capgemini | Mumbai, India

Governance Portal Redesign & Server Monitoring Dashboard Design

- Revamped SaaS-based Governance Portal UI, improving navigation and boosting **user satisfaction scores by 35%**
- Designed a Server Monitoring Dashboard with real-time alerts and Rules Engine Framework for form validation, **improving issue detection by 40%**
- Managed data center network operations and cluster KPIs for North America region
- Received 3 consecutive years of top performance ratings; known for presentation and cross-functional teamwork

ACHIEVEMENTS

- Awarded "Ace Pro Learning Champion" at Capgemini
- Published research on "Smart Helmet Wiper" at the IEEE International Conference (SCEECS)
- Anchored National TV shows at DD MP, showcasing communication and presentation skills