

# SARTHAK UMAK

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## Professional Summary

Results-driven UI/UX Designer with a Mechanical Engineering background, skilled in user-centered design, interaction design, and usability testing. Experienced in designing responsive web and mobile applications, wireframing, and prototyping. Strong expertise in UX research, information architecture, and front-end collaboration to create intuitive digital experiences.

## Work Experience

**UI/UX Designer, HOORA Technologies** ([Website](#)) • ([Car Bike Washing App](#)) Aug 2023 – Present

- Led UX research for the B2C customer app using empathy mapping, user journey mapping, and affinity mapping.
- Conducted usability testing (UAT) and A/B testing, improving user satisfaction by 15%.
- Designed and implemented user-friendly interfaces for apps, websites, and dashboards, increasing lead generation by 20%.
- Created wireframes, prototypes, and high-fidelity UI designs using Figma and Adobe XD.
- Collaborated with developers to ensure seamless UI/UX handoff and optimized design implementation.

**UI/UX Designer (Part-time), Reparp Real Estate** ([Website](#)) Jan 2025 – Present

- Designed and optimized the company website, admin portal, employee portal, sales application, and broker communication platform.
- Created intuitive, user-friendly dashboards and interactive prototypes to improve business operations.
- Conducted UX research and usability testing to enhance platform efficiency and customer engagement.

## Skills

- Figma, Adobe XD, Illustrator, Wireframing, Prototyping
- Qualitative and Quantitative Research, Design Thinking, Information Architecture, Usability Testing, A/B Testing
- Empathy Mapping, User Journey Mapping, Affinity Mapping, Design Systems
- Responsive Web Design, Mobile App Design, Data-Driven Design, UX Writing
- Problem-Solving, Accessibility Design, Collaboration with Developers

## Education

**Bachelor in Mechanical Engineering**  
**Diploma in Mechanical Engineering**  
Education

2019 - 2022 Savitribai Phule Pune University  
2016 - 2019 Maharashtra State Board of Technical

## Certifications

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