



# SHALINI GAUTAM

## UX/UI DESIGNER

With over 6 years of design experience, I'm driven by a passion for solving complex problems and creating meaningful user experiences. I have a keen interest in understanding how users interact with digital products and apply Human-Centered Design principles to craft solutions that are visually appealing, functional, and strategically aligned with business goals.

### CONTACT

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### CERTIFICATION

#### GOOGLE UX DESIGN

<https://coursera.org/verify/9492DXPPBULL>

#### PRINCIPLES OF UX/UI DESIGN COURSE(META)

<https://coursera.org/verify/VB9F337D9X2L>

### PORTFOLIO

#### UX/UI

<https://www.behance.net/shalinigautam2>

#### PRINT & GRAPHICS

<https://linktr.ee/shalinigautam>

### SKILLS

#### USER EXPERIENCE (UX)

- User flows
- A/B Testing
- Prototyping
- Wireframing
- User Persona
- User Research
- Design Thinking
- Journey mapping
- Competitive Analysis
- Information architecture

#### USER INTERFACE (UI)

- Branding
- Mockups
- Style guide
- Web design
- Mobile design
- Colour Theory
- Responsive design
- Heuristic evaluation

#### SOFTWARE

- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Sketch
- Procreate
- Clickup
- Adobe Premiere Pro

#### PROFESSIONAL

- Adaptability
- Detail-oriented
- Creative Thinking
- Problem-solving

### WORK EXPERIENCE

#### UX/UI DESIGNER

Nov 2024-Jun 2025

##### SARVM.AI

SaaS-based Company | Agile Environment | B2B & B2C

- Delivered 25+ features across Consumer, Seller, and Logistics apps (mobile and web), including a Seller App home screen revamp and website redesign to enhance usability, navigation, and engagement.
- Designed wireframes, user flows, and high-fidelity prototypes based on in-depth user research and competitor analysis, thoroughly considering edge cases and diverse use cases to create user-centric, accessible, and responsive designs. Validated design choices through A/B testing to enhance user experience and engagement.
- Collaborated in an Agile environment to align with stakeholders, maintain design systems, and improve team efficiency and productivity through streamlined workflows.

#### PRINT & GRAPHIC DESIGNER

Aug 2022- Jul 2024

##### NEWYORK & COMPANY

- Created a user-friendly interface for product, category, and checkout pages, improving the overall experience and boosting sales.
- Created engaging marketing graphics, illustrations, mockups, banners, emails, and social media creatives to enhance promotions and brand campaigns.
- Created landing pages for seasonal sales and special promotions, ensuring a consistent brand presence and visual appeal.
- Worked with stakeholders and teams to refine UI and graphics, ensuring alignment with business goals and user needs.

#### DESIGN MANAGER

Feb 2021 -Aug 2022

##### PIPIN FASHIONS AND RETAIL PVT LTD

- Increased catalogue engagement by 25% through the implementation of a new design strategy.
- Produced a wide range of prints, graphics, Techpacks, illustrations, catalogues, and mock-ups.
- Iteratively improved designs based on feedback to exceed project expectations and deliver high-quality work consistently.

#### DESIGNER

Jun 2019 - Jan 2021

##### GEISHA DESIGNS

- Developed creative concepts, including prints, graphics, and illustrations, while ensuring alignment with project goals and timelines.
- Secured a 90% client satisfaction rate through the development of 3D mock-ups.

### EDUCATION

#### NIFT HYDERABAD | TEXTILE DESIGN

2015-2019