

2026

TEJASHREE ZENDE

UI/UX DESIGNER

# DESIGN PORTFOLIO

**selected works**



**HELLO 🙌**

# **TEJASHREE ZENDE**

# **HERE!**

With 5+ Years of experience in UI/UX design, graphic design and illustration, my portfolio showcases the impact I've made, collaborating with international teams to build AI-driven products that prioritize clarity, usability, and growth. Currently based in Tokyo, Japan and studying Japanese.

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dribbble <https://dribbble.com/tzeezende>



EXPERTISE		EXPERIENCE		
<b>EXPERTISE</b>	UI Design	Prompt Design	<b>2021 - 2025</b>	
	Web Design	UX Design		
	Graphic Design	Digital Illustration		
	<b>LANGUAGE SKILLS</b>			
	English - Business Level			
	Japanese - JLPT N2 Level (Business Level)			
	Hindi - Native Level			
	Marathi - Native Level			
	<b>TOOLS</b>			
Adobe Photoshop	Figma	<b>2017 - 2019</b>	<b>Lead Graphic Designer</b>	
Adobe Illustrator	Lovable AI		MGT-Commerce GmbH	
Adobe XD	Nano Banana		Led the team of 8 and did brand relaunch and website design for MGT-Commerce and the CloudPanel website with a new design guide and pixel-perfect UI. Collaborated with content and tech teams on illustrations, technical blogs, and marketing assets including ads, emails, and social media.	
Canva	Midjourney			
Framer	Antigravity			
			<b>UI/UX Designer - Intern</b>	
			K. J. Somaiya Institute of Management	
			Redesigned university website pages by resolving design issues and applying brand guidelines and the design system, and created posters, banners, and social media content for the university.	
			<b>UI/UX Designer</b>	
			Freelance	
			Handled end-to-end branding and website design, including logo,, and website design and development. Designed intuitive UI for web and mobile applications, along with brochures, banners, app logos, and design elements.	

(01)

# CASE STUDY



## MOBILE PAYMENT APP DESIGN - UI/UX DESIGN

# EXCHANGE RATE PREVIEW IN PAYMENT FLOW

Role	Platform	Tools
UI/UX Designer	iOS / Android	Figma

### Problem

Users making international or multi-currency payments in a general payment app lack visibility into FX rates before confirming a transaction.

Converted amounts are often shown only after completion, leading to unexpected costs and reduced trust, particularly for users managing JPY alongside foreign currencies.

### Goal

Improve transparency in cross-border payments by allowing users to preview and understand FX conversions before completing a transaction.

### Responsibility

User flow design, interaction design, UI design, prototyping

# KEY UX DECISIONS

## 1. FX information embedded in payment flow

FX details are shown inline, avoiding a separate FX screen or mode.

## 2. Clear breakdown of amount

Users can see base amount, applied FX rate, and final converted total before confirmation.

## 3. Minimal added friction

The preview is designed to inform users without increasing payment completion time.

## 4. Primary and secondary currency selection

Users define their preferred currencies in Settings, which are consistently applied across payment previews.

# UI FLOW

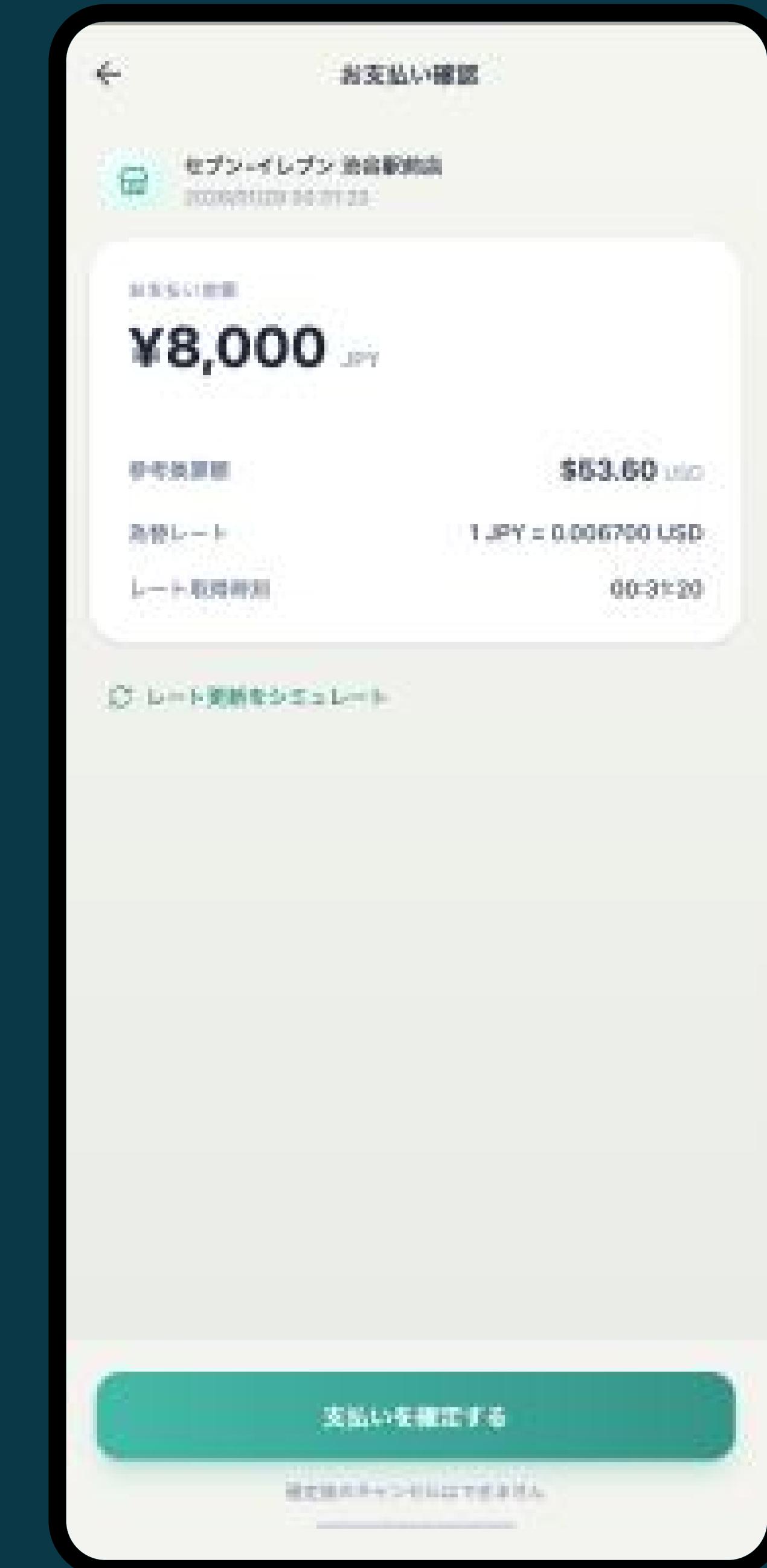
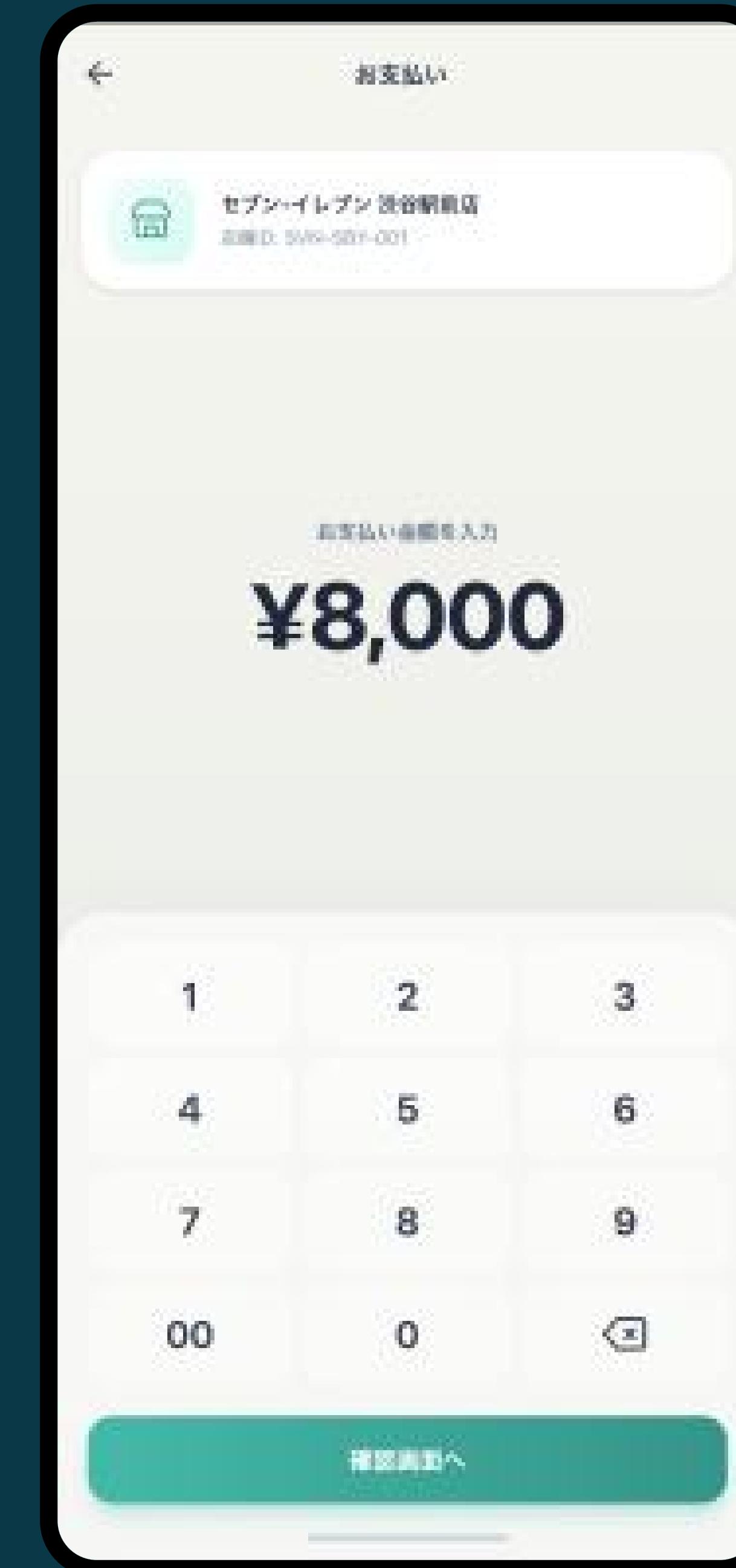
Payment Input



FX Rate Preview



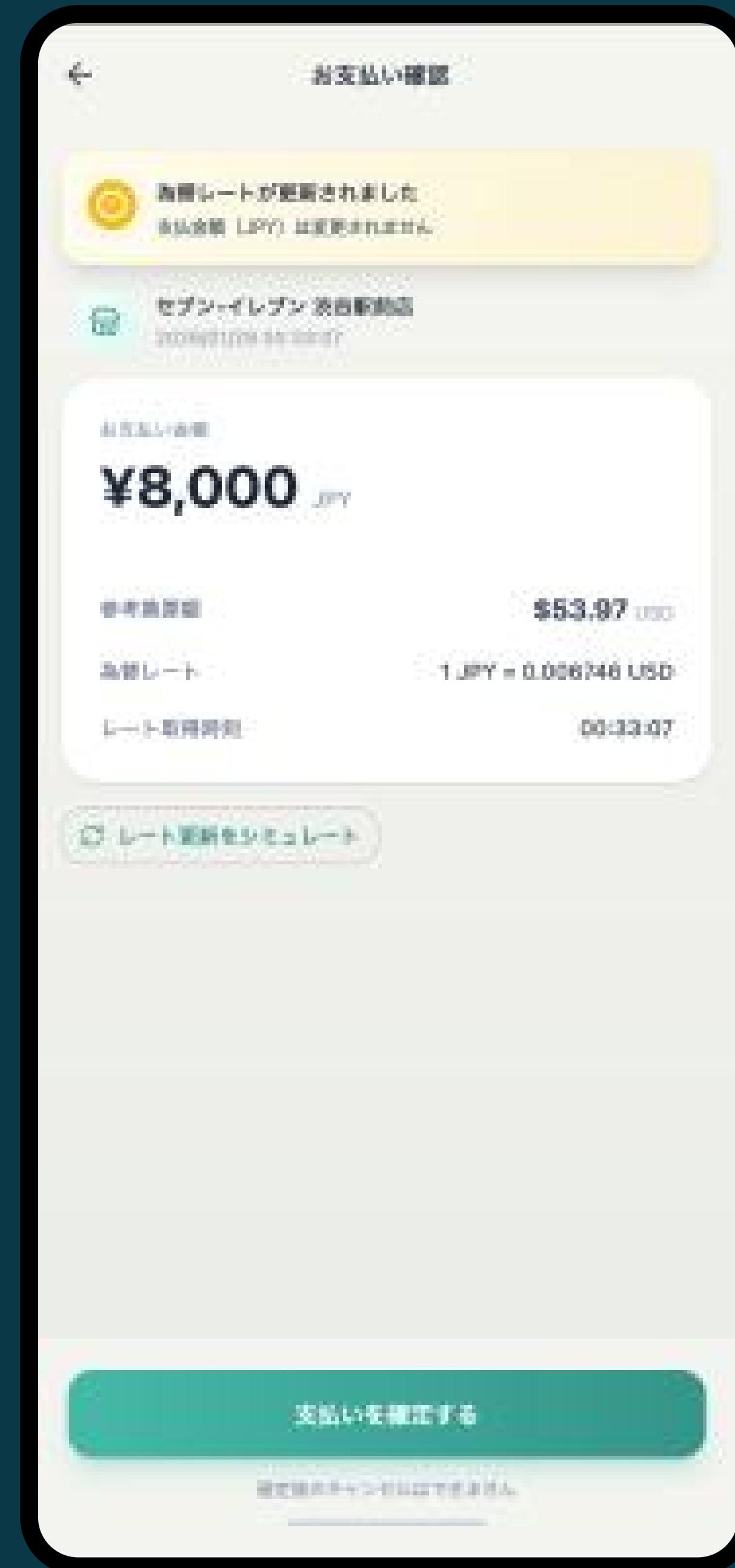
Confirmation Screen





## UI Screens Overview

The screens demonstrate how users preview exchange rates before payment, compare converted amounts in real time, and stay informed when rates change. Primary and secondary currencies are clearly separated to reduce cognitive load, while inline system feedback ensures transparency without interrupting the payment flow.



# Designing for Exceptional Scenarios

## RAPID EXCHANGE RATE FLUCTUATION

### Scenario

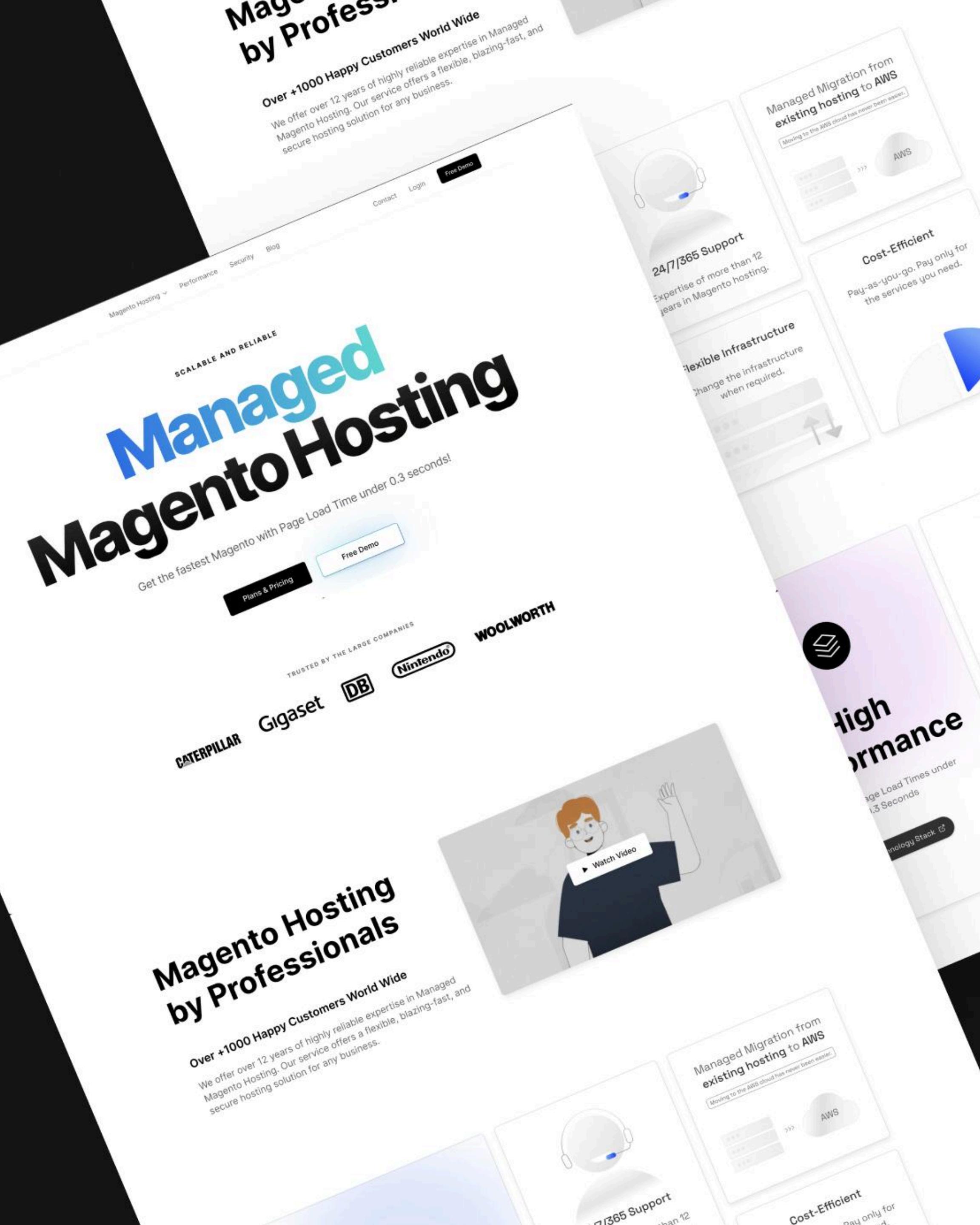
Exchange rates may change between the time a user reviews the amount and completes the payment.

### Design Approach

A subtle notification informs users when the rate has changed, highlighting the updated converted amount before confirmation. The primary currency remains unchanged to anchor user understanding.

### Why it matters

This reassures users that the final amount is accurate while minimizing anxiety caused by sudden value changes.



## WEBSITE REDESIGN - UI/UX DESIGN

# MGT-COMMERCE MANAGED HOSTING WEBSITE REDESIGN

Role	Industry	Team size
UI/UX Designer	Cloud Hosting	5 Members

### Project Background

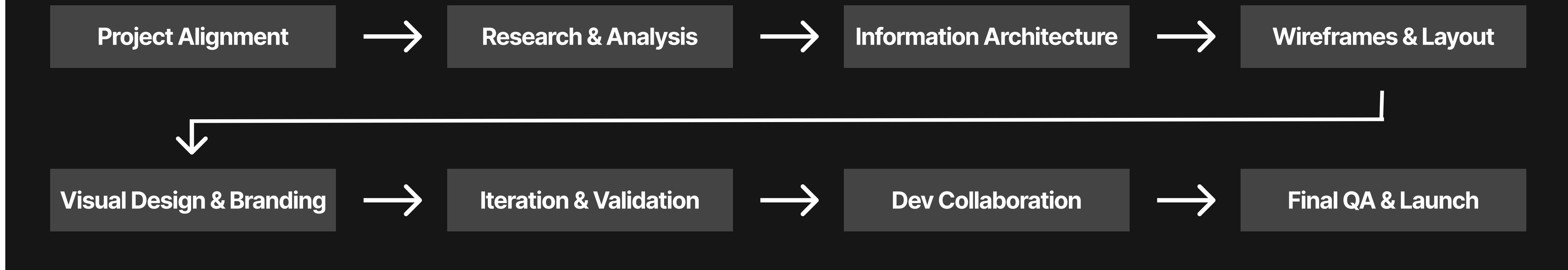
MGT-Commerce provides managed cloud hosting solutions for Magento-based e-commerce businesses. The website plays a critical role in establishing trust, communicating technical expertise, and converting visitors into inquiries.

The goal of this redesign was to modernize the website experience while improving usability, SEO performance, and overall brand credibility.

### Impact

The redesign resulted in improved user experience, with a notable increase in organic traffic and higher conversion rates. The updated design, combined with SEO optimization and mobile responsiveness, resulted in 20% increase SEO traffic and increased user interactions by average of 2 minutes per visit.

# Design Process



## Problems with Existing Website

- Poor mobile responsiveness
- Disorganized navigation
- Low SEO visibility
- Outdated visual design
- Difficult service discovery

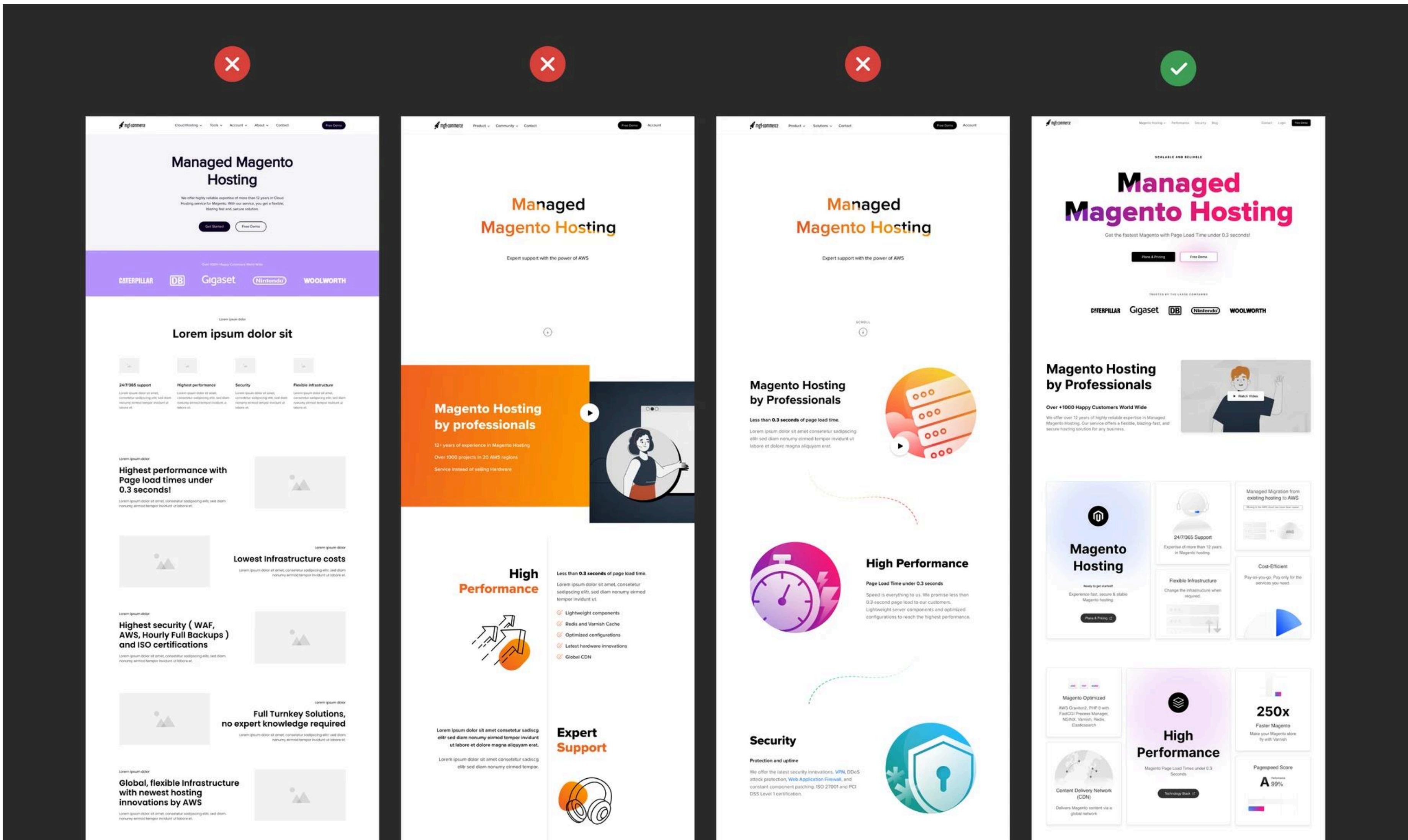
## Target Audience

- Magento E-commerce Store Owners
- Small Business Owners
- IT Managers
- Agencies
- Freelance Developers

## Usage Context

- Desktop-first
- Business hours
- Provider comparison

# Iterations, iterations, iterations



## Homepage (Desktop and Mobile Responsive)

The homepage features a large banner for "Managed Magento Hosting" with a page load time guarantee of under 0.3 seconds. It highlights "SCALABLE AND RELIABLE" and "TRUSTED BY THE LARGE COMPANIES" (CATERPILLAR, Gigaset, DB, Nintendo, WOOLWORTH). Below this, there's a section for "Magento Hosting by Professionals" with a video thumbnail and customer statistics ("Over +1000 Happy Customers World Wide"). A sidebar on the left lists various hosting features: "Magento Optimized" (AWS Graviton2, PHP 8 with FastCGI Process Manager, NGINX, Varnish, Redis, Elasticsearch), "Content Delivery Network (CDN)" (Distributes Magento content via a global network), "Web Application Firewall" (Defends your shop from common attacks), "DDoS Protection" (Prevents downtime with DDoS attack mitigation), "Monitoring and Logs" (Quickly search, filter, and analyze your logs), "Security" (VPN, DDoS attack protection, the AWS Web Application Firewall), "250x Faster Magento" (Makes your Magento store fly with Varnish), "Pagespeed Score" (A 99%), and "Cost-Efficient" (Pay-as-you-go, pay only for the services you need).

This screenshot shows a similar layout to the first one, featuring the "Managed Magento Hosting" banner and professional hosting section. The sidebar includes: "Magento Optimized" (AWS Graviton2, PHP 8 with FastCGI Process Manager, NGINX, Varnish, Redis, Elasticsearch), "Content Delivery Network (CDN)" (Distributes Magento content via a global network), "Web Application Firewall" (Defends your shop from common attacks), "DDoS Protection" (Prevents downtime with DDoS attack mitigation), "Monitoring and Logs" (Quickly search, filter, and analyze your logs), "Security" (VPN, DDoS attack protection, the AWS Web Application Firewall), "250x Faster Magento" (Makes your Magento store fly with Varnish), "Pagespeed Score" (A 99%), and "Cost-Efficient" (Pay-as-you-go, pay only for the services you need).

This screenshot shows the "High Performance" section of the homepage. It features a "Pagespeed Score" of "A 99%" and a "Technology Stack" icon. The sidebar includes: "Web Application Firewall" (Defends your shop from common attacks), "Monitoring and Logs" (Quickly search, filter, and analyze your logs), "DDoS Protection" (Prevents downtime with DDoS attack mitigation), "Protect the backend of Magento via VPN" (VPN, DDoS attack protection, the AWS Web Application Firewall), "250x Faster Magento" (Makes your Magento store fly with Varnish), "Pagespeed Score" (A 99%), and "24/7/365 Support" (Expertise of more than 12 years in Magento hosting).

This screenshot shows the "Content Delivery Network (CDN)" section of the homepage. It features a "Technology Stack" icon. The sidebar includes: "Content Delivery Network (CDN)" (Distributes Magento content via a global network), "Web Application Firewall" (Defends your shop from common attacks), "DDoS Protection" (Prevents downtime with DDoS attack mitigation), "Monitoring and Logs" (Quickly search, filter, and analyze your logs), "Protect the backend of Magento via VPN" (VPN, DDoS attack protection, the AWS Web Application Firewall), "250x Faster Magento" (Makes your Magento store fly with Varnish), "Pagespeed Score" (A 99%), and "24/7/365 Support" (Expertise of more than 12 years in Magento hosting).

This screenshot shows the "Ready to get started?" section of the homepage. It displays three hosting plan options: "Single Server" (Small Business, Starting at €149 per month), "Multi Server" (Reliability & Scalability, Starting at €249 per month), and "Auto Scaling" (Effectively scaling for traffic peaks, Starting at €1499 per month). The sidebar includes: "Single Server" (Small Business, Starting at €149 per month), "Multi Server" (Reliability & Scalability, Starting at €249 per month), "Auto Scaling" (Effectively scaling for traffic peaks, Starting at €1499 per month), and "Plans & Pricing" (links to detailed plans).

This screenshot shows the "Frequently Asked Questions" section of the homepage. It lists several Q&A pairs: "What is Magento Hosting?", "What are the types of Magento hosting?", "What are the benefits of using Managed Magento hosting?", "How is Managed hosting different from regular Magento hosting?", "How does managed Magento hosting improve website performance?", "What are the server requirements for hosting Magento 2?", "How secure is your Magento hosting platform?", "Do you provide free SSL certificates?", "Why should I choose AWS cloud hosting?", and "How long does it take to start hosting Magento with MGT Commerce?". To the right, there are sections for "Managed Migration from existing hosting to AWS" (Moving to the AWS cloud has never been easier), "Cost-Efficient" (Pay-as-you-go, pay only for the services you need), and "Security" (VPN, DDoS attack protection, the AWS Web Application Firewall). The sidebar also includes: "What is Magento Hosting?", "What are the types of Magento hosting?", "What are the benefits of using Managed Magento hosting?", "How is Managed hosting different from regular Magento hosting?", "How does managed Magento hosting improve website performance?", "What are the server requirements for hosting Magento 2?", "How secure is your Magento hosting platform?", "Do you provide free SSL certificates?", "Why should I choose AWS cloud hosting?", and "How long does it take to start hosting Magento with MGT Commerce?".

Monitoring and Logs  
Quickly search, filter, and analyze your logs.

## Magento Website Hosting

This page provides an overview of your website's performance and resources. It includes a summary of current usage and links to detailed reports for each category.

## Magento 2 Performance Optimization

This page highlights the performance benefits of the Magento 2 platform. It includes a comparison chart showing how fast the platform is compared to others, and a section on how every millisecond counts in e-commerce.

## AWS Magento Hosting Price

This page helps you calculate the cost of hosting your Magento site on AWS. It includes a calculator for On-Demand Instances and a table comparing costs across different instance types.

## Cloud Hosting Control Panel

This page introduces the Cloud Hosting Control Panel, which offers monitoring, management, and optimization tools for your hosted environment. It includes a welcome screen with key metrics and a navigation menu for various services.

## AWS Graviton Processor

This page explains what AWS Graviton Processors are and how they can improve performance. It includes a diagram of the processor architecture and a table comparing performance metrics like吞吐量 (Throughput) and延迟 (Latency) against other processors.

## Magento PHP

This page discusses the benefits of using PHP 8 for Magento development. It includes a diagram of the PHP ecosystem and a table summarizing the benefits of using PHP 8, such as faster load times and improved security.

## Magento Cloud DNS

This page explains how Magento Cloud DNS works to reduce page load times. It features a large number 53 and a speedometer icon to illustrate the performance improvements.

## MGT Magento Varnish Cache

This page shows how the MGT Magento Varnish Cache plugin can significantly reduce page load times. It includes a speedometer icon and a graph illustrating the performance gains.

## Elasticsearch

This page provides an overview of Elasticsearch and its role in search engines. It includes a magnifying glass icon and a flowchart showing the search process from indexing to querying.

## Magento 2 Local Development Environment

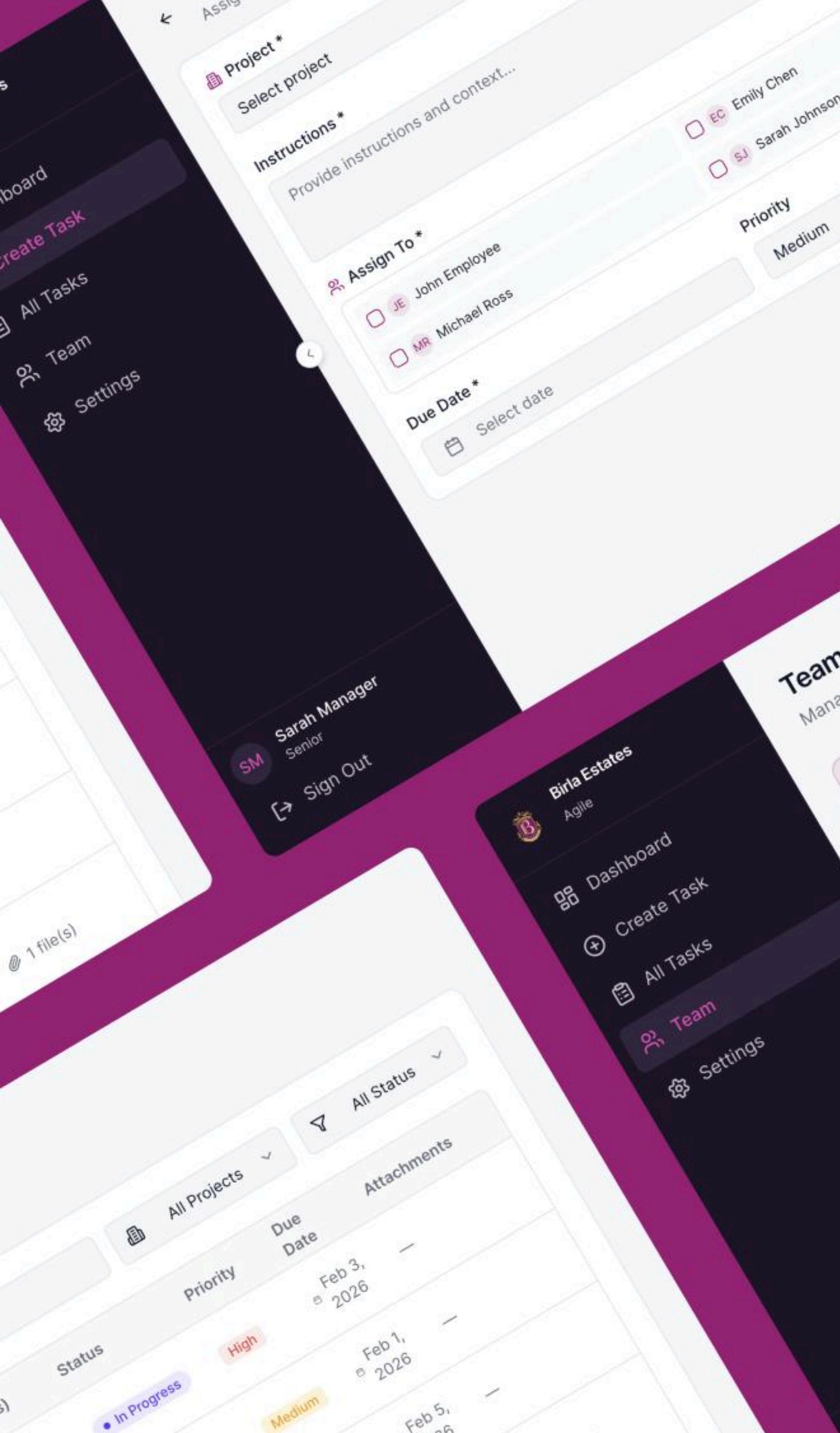
This page guides you through setting up a local development environment for Magento 2. It includes a "Build. Ship. Run." cycle diagram and a screenshot of the Magento Admin interface.

## Hi, we're MGT-Commerce

This page introduces MGT-Commerce, a company with over 5000+ clients and 40+ years of experience. It includes a photo of their Berlin office and a summary of their mission and philosophy.

## Let's Work Together

This page is a call to action for potential partners. It includes a survey asking about the type of partner the user is looking for, with options for Agency, Development, and Consulting.



## WEB APPLICATION DESIGN - UI/UX DESIGN

# BIRLA ESTATES AGILE - TASK MANAGEMENT

### Role

UI/UX Designer

### Industry

Real Estate

### Project Overview

A customized task management system built specifically for Birla Estates to streamline internal workflows across multiple real estate projects. The application enables senior employees to assign tasks with clear instructions and deadlines, while automating notifications via email and WhatsApp for real-time collaboration and accountability.

### Why a Custom Solution?

Birla Estates required a tailored system that integrates with their existing project structure (Birla Navya, Tisya, Alokya, Vanya) and supports their hierarchical workflow, something generic task management tools couldn't provide.

### The Challenge

Senior employees at Birla Estates lacked a centralized system to assign tasks, track progress, and maintain accountability across projects. Junior staff experienced delays in receiving assignments, while managers had no real-time visibility into task status, resulting in missed deadlines and communication breakdowns.

S

#### Senior Manager

"I need to track multiple tasks without constant follow-ups"

J

#### Junior Employee

"I miss task assignments and struggle to prioritize my work"

# Design Process and Solution

Research → Define → Ideate → Wireframe → Prototype → Test

## How I Arrived at the Solution

Through user interviews, I discovered managers needed quick task overview while employees required instant notifications. I prioritized a dashboard-first design with status cards for at-a-glance insights and implemented dual-channel notifications (Email + WhatsApp) to eliminate communication gaps. Color-coded status indicators and priority badges emerged from testing, as users needed to scan tasks quickly. The structured form with 7 key fields follows a logical sequence to reduce cognitive load, while role-based access (ADMIN vs USER) ensures each user sees only relevant information for their workflow.

The image displays two wireframe prototypes of a mobile application interface for 'Birla Estates Agile'. The left wireframe shows the 'My Tasks' screen, which includes a navigation bar with 'My Tasks', 'Team', and 'Settings' options, and a main area showing a single task card for 'Review Q4 Financial Reports' with a status of 'In Progress'. The right wireframe shows the 'Team' screen, featuring a navigation bar with 'Birla Estates Agile', 'My Profile', 'Team', and 'Settings' options, and sections for 'Team' (listing 'John Employee' as an Associate), 'My Profile' (showing John Employee's details), and 'Team Directory' (listing 'Emily Chen' as an Associate, 'Michael Ross' as a Senior Associate, and 'Sarah Johnson' as a Manager). Both screens use a dark mode color scheme with purple, yellow, and green highlights for status indicators.

The image displays a collage of screenshots from a modern project management application, likely a web-based tool. The interface is designed for team collaboration and task management.

- Dashboard:** Shows real-time status cards for tasks: Total Tasks (6), Pending (2), In Progress (2), and Completed (2). It also includes sections for Recent Tasks (with items like 'Review Q4 Financial Reports' and 'Update Client Database') and Team members (John Employee, Emily Chen, Michael Ross, Sarah Johnson).
- Create New Task:** A modal window for creating a new task. Fields include Project (Development), Description (Create a new feature for the website), Due Date (2024-01-15), Priority (Medium), and a checkbox for 'Assign To'. It also includes options for notifications via Email or WhatsApp.
- Team:** A section showing team members and their progress. It includes a summary card for the team (4 members, 25% completed) and individual progress bars for John Employee, Emily Chen, Michael Ross, and Sarah Johnson.
- All Tasks:** A list view of all tasks across projects. It shows items like 'Review Q4 Financial Reports', 'Update Client Database', 'Prepare Spring Materials', and 'Q4 Project Plan'. Each task has a detailed view with fields such as Project, Assignments, Status, Priority, Due Date, and Milestones.
- My Profile:** A user profile page for John Employee, showing basic information like name, email, phone number, and reporting manager (Sarah Johnson).
- Team Directory:** A list of team members with their names, roles, and contact details.
- My Tasks:** A view of assigned tasks for the current user. It shows 0 Pending, 1 In Progress, and 1 Completed tasks.

# FINAL DESIGN & IMPACT

## Key Design Decisions

- Dashboard with real-time status cards (Total, Open, Closed, WIP)
- Dual-channel notifications for 100% delivery
- Color-coded priorities and status for quick scanning
- Role-based views for hierarchical workflows

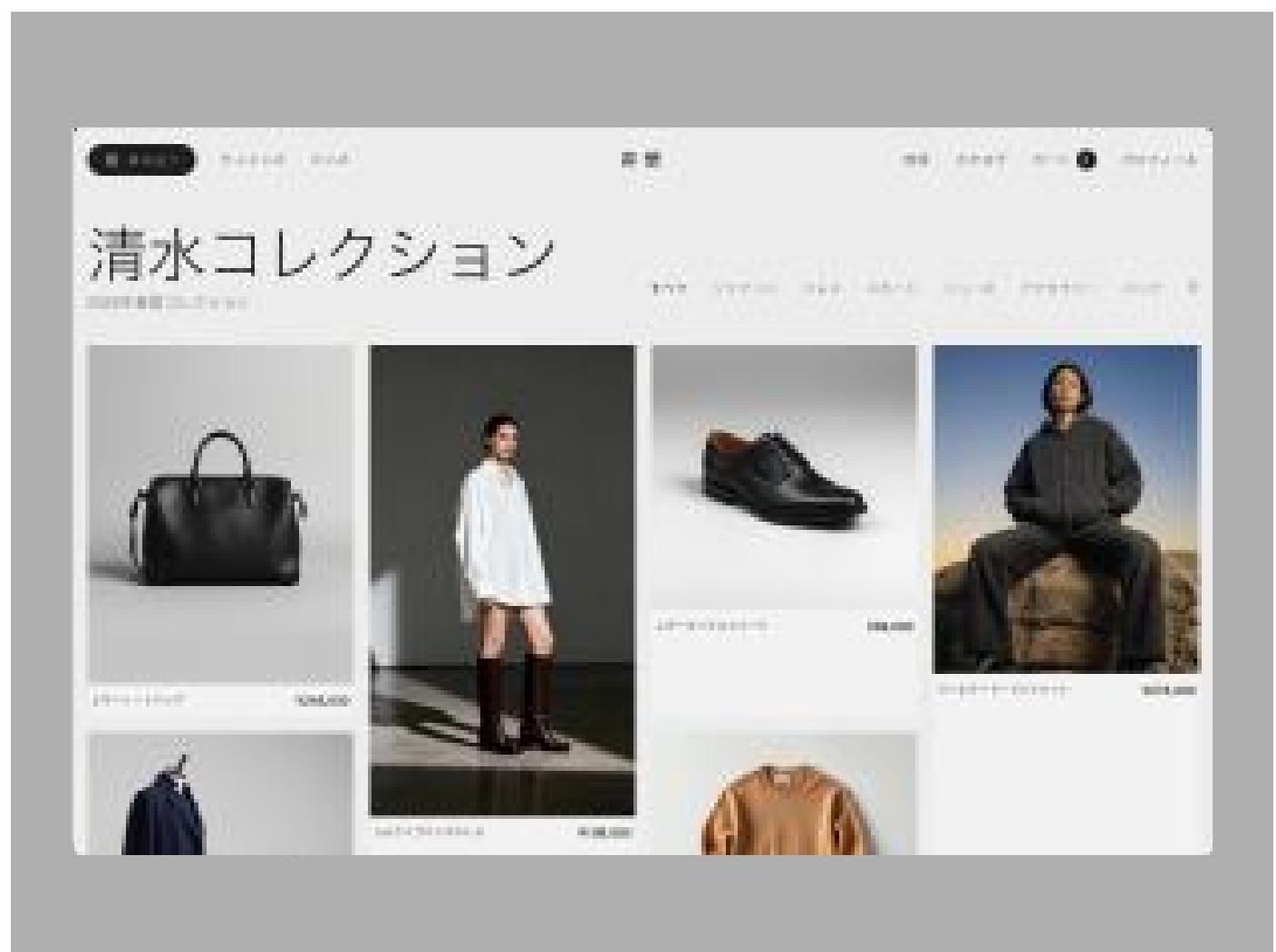
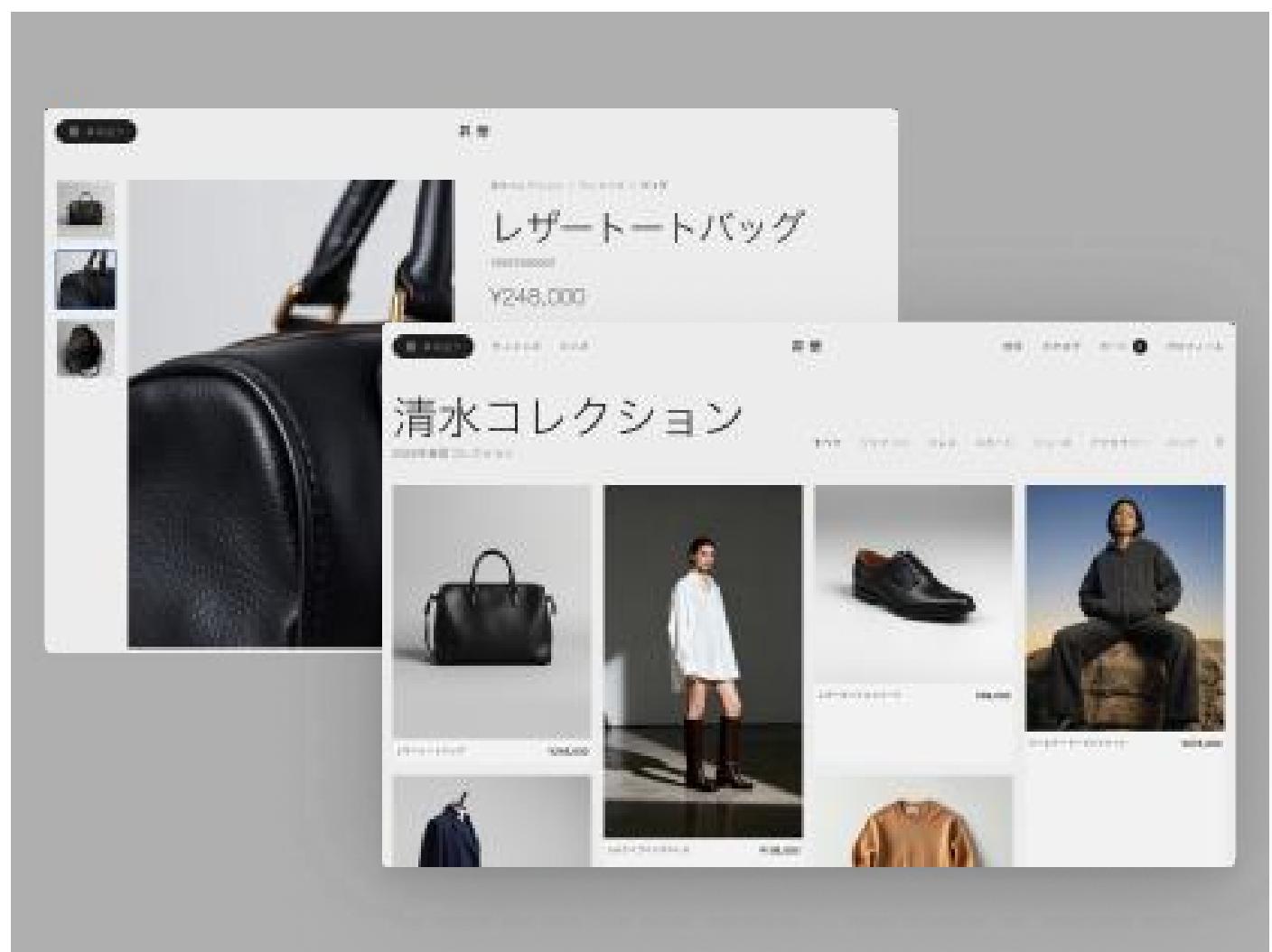
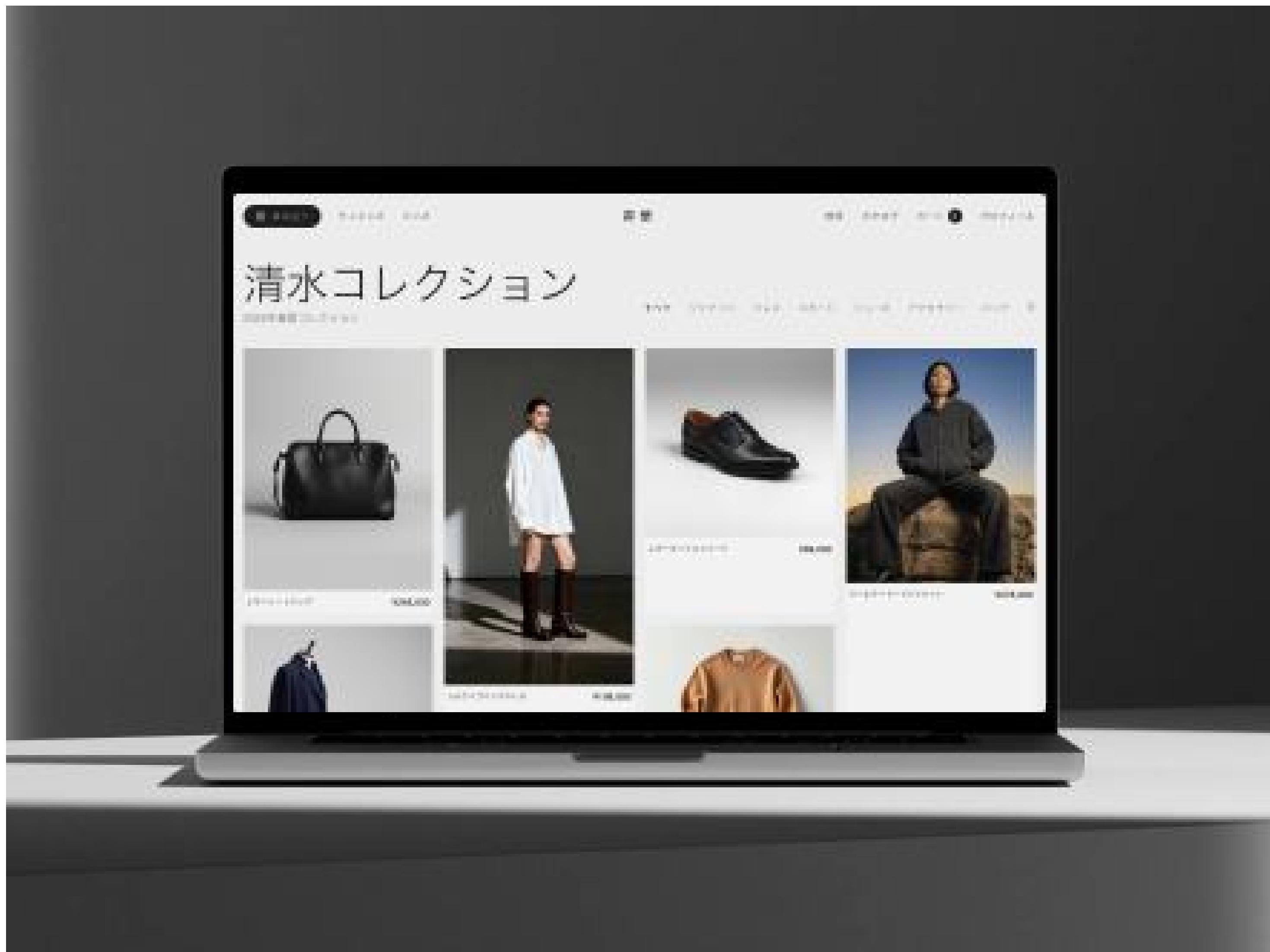
## Impact

- 100% notification delivery rate through dual-channel system (Email + WhatsApp)
- Reduced task assignment time by 60% with structured form and automated workflow
- Real-time visibility across 25+ active tasks with instant status updates
- 50% reduction in manual follow-ups through dashboard-based progress tracking
- Improved accountability across teams

(02)

# UI DESIGN

## ECOMMERCE SITE DESIGN



## SAAS WEBSITE DESIGNS

The High-Performance Stack

Fast, reliable application performance under 0.3 Second Page Load Time!

Google 4.9 RATING 1500+ REVIEWS

https://www.site.com Test Report

GTimes Grade A Performance 99% Structure 97%

Lab Data

MGT-commerce

Products Solutions Why MGT Affiliate Pricing Contact Sign In Free Demo

## VARNISH CACHE

### MGT Magento Varnish Cache

Make the Magento store fly at maximum speed using Varnish Cache. Up to 250x faster Magento!

Varnish Cache is an http accelerator to improve the Magento store's web performance. We developed a module that enables the control of Varnish Cache for Magento 2 easily.

We offer a fully managed Varnish Cache management which comes with the developed Magento-module.

With the module, Varnish Cache is available at your fingertips and easy to handle. It comes with automation and updatable tags to save time and resources.

Google 4.9 RATING 1500+ REVIEWS

MGT-commerce

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## Your Data, Protected at Every Level

Security built into every layer.

Google 4.9 RATING 1500+ REVIEWS

MGT-commerce

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### mgt-commerce

#### Technical Assessment - Senior System Administrator

Our assessment requires specific technical skills related to the job position.

mgt-commerce

CloudPanel

Product Get Involved Contact Us Live Demo Get Started

Create a WordPress Site Create a PHP Site

CloudPanel

Dashboard Sites Admin Area

What kind of site would you like to create?

Create a WordPress Site Create a PHP Site

CloudPanel

Dashboard Sites Admin Area

## Join our Affiliate Program

Earn lifetime commissions.

Become Affiliate Now →

Google 4.9 RATING 1500+ REVIEWS

Why Join Our Affiliate Program?

Get rewarded for referring customers to one of the best affiliate programs in the hosting industry.

15% Lifetime Commission is earned on every referral.

10% Discount offer to your audience on their first month.

30 days Get payouts monthly with a simple & transparent system.

MGT-commerce

Products Solutions Why MGT Affiliate Pricing Contact Sign In Free Demo

### Your Earning Potential

€4.482 Estimated Total Earnings for 10 Customers per month.

Refer 5 customers and earn €150 per month.

Refer 20 customers and earn up to €600 per month.

Refer 40 customers and earn up to €1200 per month.

How It Works

1. Sign Up
2. Promote
3. Earn Monthly Commissions

As long as your referrals stay with us, you earn monthly payouts. It's that simple.

MGT-commerce

Products Solutions Why MGT Affiliate Pricing Contact Sign In Free Demo

(03)

# VIBE CODING

The screenshot shows a web page for Birla Estates. At the top left is the Birla logo with the text "BIRLA ESTATES". Below it is a large, bold, purple button with the text "BOOK YOUR SITE VISIT". To the right of the button is a descriptive paragraph: "Experience modern living at Birla Estates, where thoughtful design meets everyday comfort. Explore our show apartment and world-class amenities to find your perfect home." Below this text is a white input field with the placeholder "Enter your mobile number:" followed by a placeholder value "1234567890". At the top right of the form is a purple button labeled "Book Appointment".

## BIRLA SITE VISIT FORM DEVELOPMENT



A site visit booking form developed for Birla, a real estate company selling residential homes. The form enables potential buyers to schedule property visits easily while helping the business capture and manage leads efficiently.

**BOOK YOUR SITE VISIT**

Experience modern living at Birla Estates, where thoughtful design meets everyday comfort. Explore our show apartment and world-class amenities to find your perfect home.

Enter your mobile number:

+91 9876543210

Get OTP

We've sent a 6-digit verification code to +91 9876543210. Please enter it below to confirm your booking.

Enter OTP:

1	3	8	7	9	
---	---	---	---	---	--

Resend OTP

Didn't receive the code? Resend it.

For your security, this code will expire in 10 minutes. If you didn't receive the code, please contact our customer representatives.

**VERIFY OTP**

We've sent a 6-digit verification code to +91 9876543210. Please enter it below to confirm your booking.

Enter OTP:

1	3	8	7	9	
---	---	---	---	---	--

Resend OTP

Didn't receive the code? Resend it.

For your security, this code will expire in 10 minutes. If you didn't receive the code, please contact our customer representatives.

**SELECT YOUR SITE**

Project Name City Name Tower No. Flat No. Action

- Birla Aranya Rajkot 3B 02 Select
- Birla Aranya Rajkot 3F 03 Select
- Birla Aranya Rajkot 3B 04 Select

Select your preferred site to continue with your booking. Each project offers unique amenities and world-class living experiences.

→

→

**BOOK AN APPOINTMENT**

Customer ID: 1234567890 Mobile No.: +91 9876543210

First Name: Last Name:

Email: Date:

Preferred Visit Date: Preferred Visit Time:

Budget Range: Location Preference:

Book Appointment

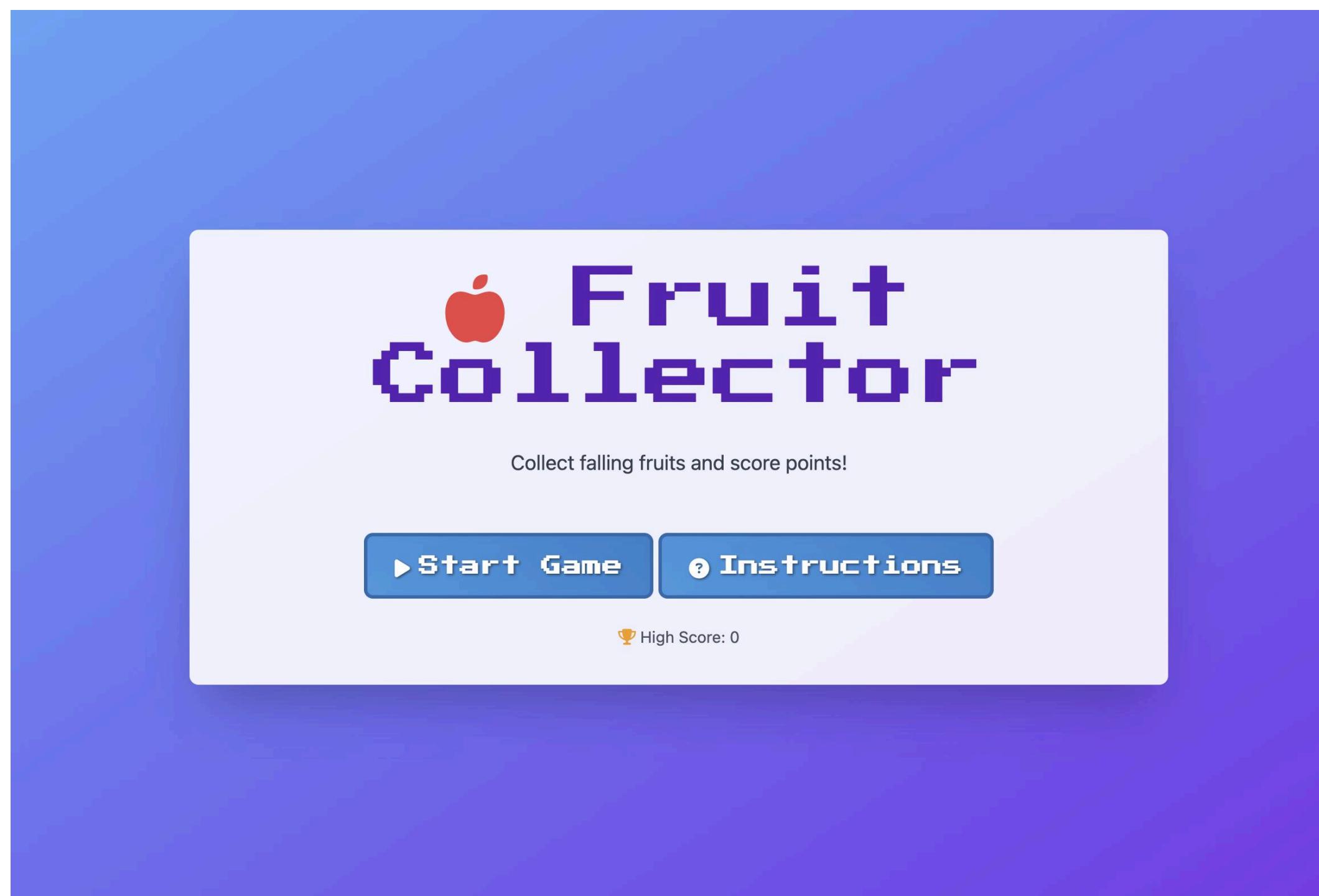
**THANK YOU FOR BOOKING!**

Thank you for booking your site visit with Birla Estates! Your appointment has been confirmed for 20/08/2025 at 9:30AM - 10:30AM. Expect a call from our team within 24 hours to finalize details.

## Booking Process

The booking flow guides users from entering their mobile number and OTP verification to selecting a preferred site and appointment details. It concludes with a confirmation screen, ensuring a smooth, step-by-step site visit booking experience with minimal friction.

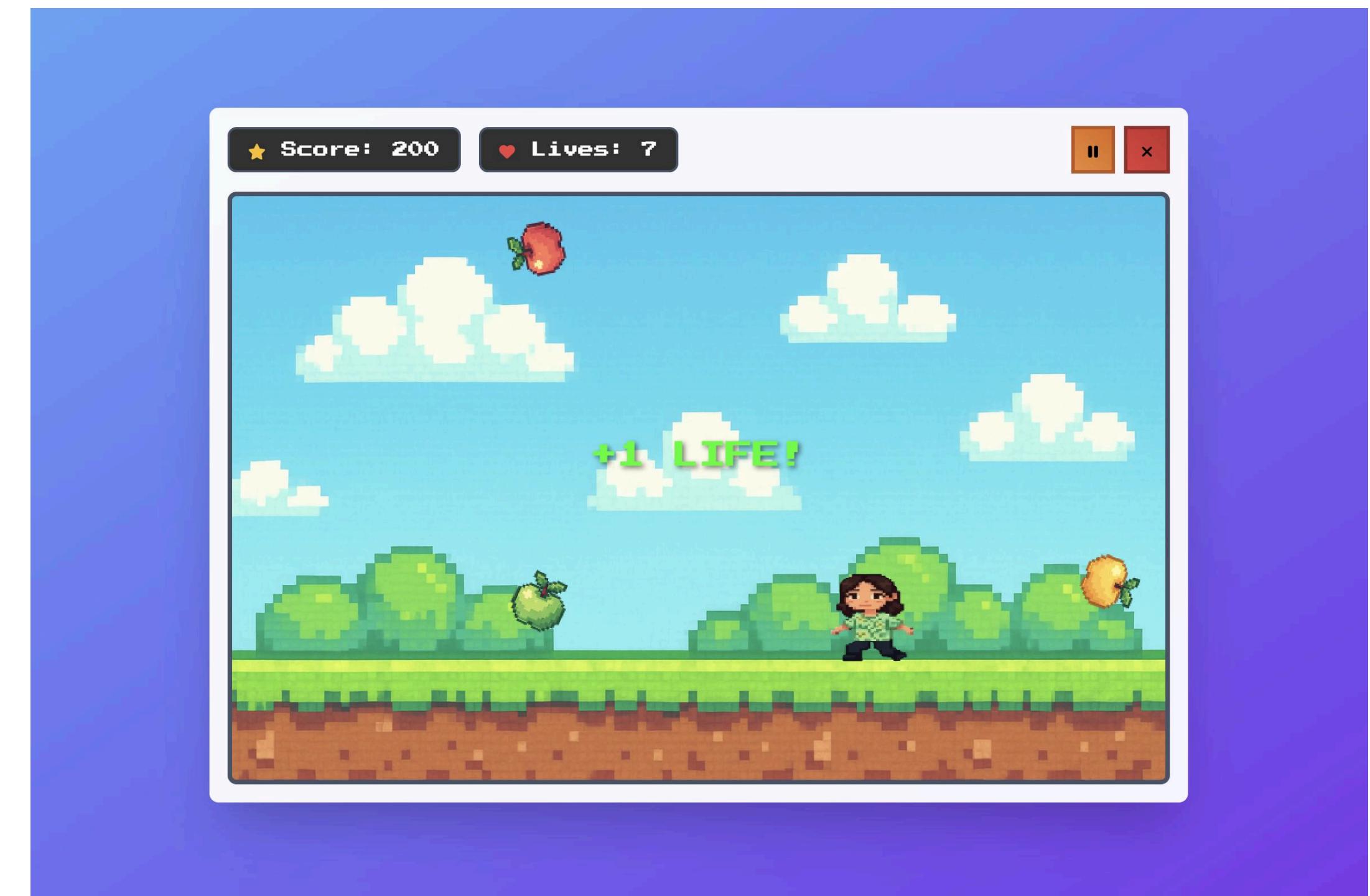
## FUN GAME DEVELOPMENT



## Fruit Collector Game

Link: <https://tzee-pixel.github.io/tj-pixel-game/>

A casual arcade-style game where players move and jump to catch falling apples while avoiding missed drops. Built as a hands-on experiment to explore creative coding through simple mechanics, real-time feedback, and progressive difficulty.



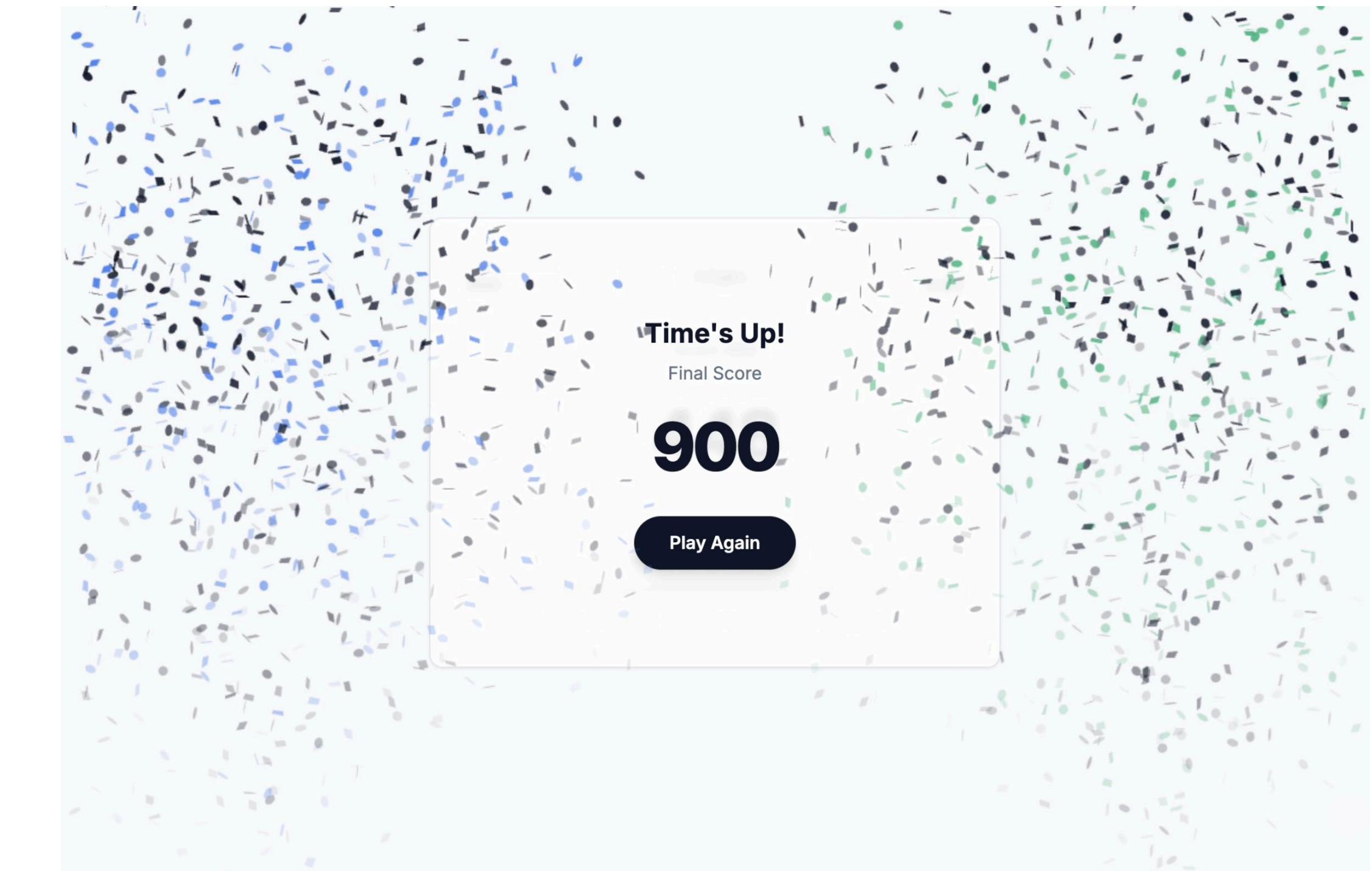
## FUN GAME DEVELOPMENT



# Practice Japanese Numbers Game

Link: <https://tzee-pixel.github.io/japanese-numbers/>

A Japanese number counter game designed to help practice reading numbers with adjustable digit length. Built as an experiment to explore interactive learning through coding, allowing flexible difficulty based on personal practice needs.





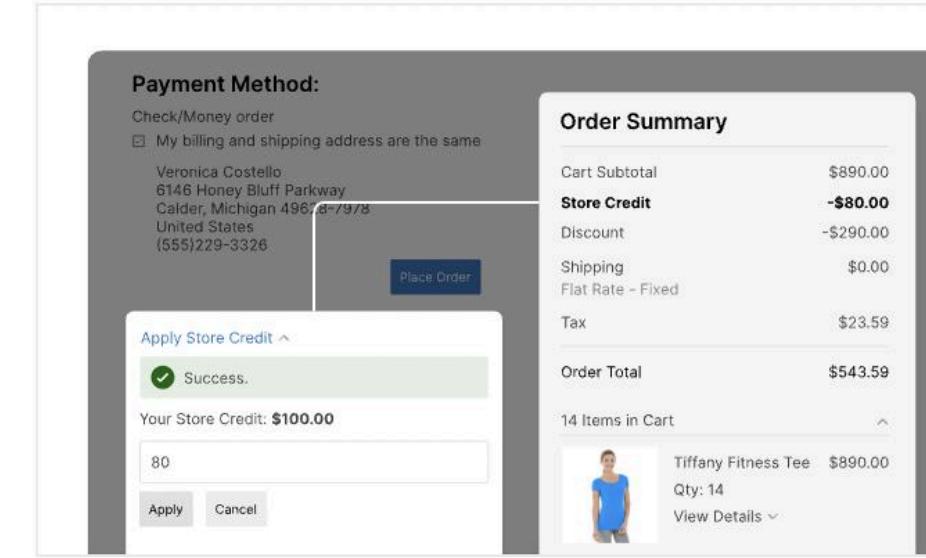
(03)

# VISUAL DESIGN



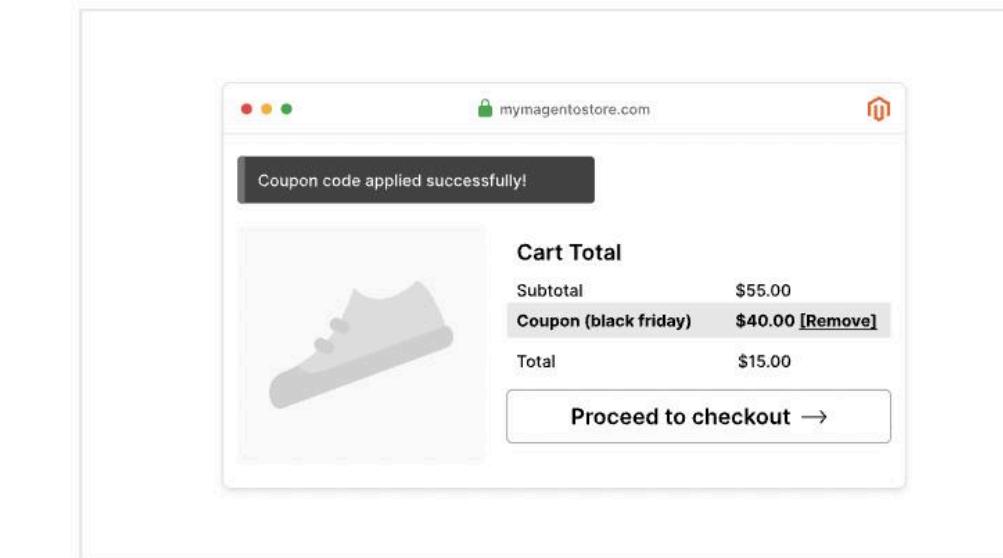
July 18, 2025 · 14 min read

[Magento 2.4.9-Alpha -Latest Release and Security Updates](#)



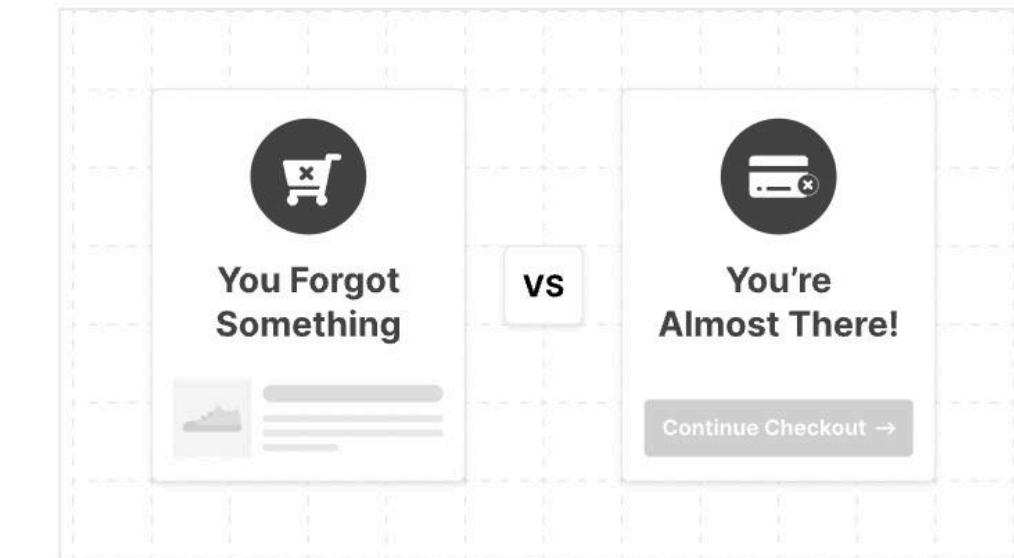
July 09, 2024 · 11 min read

[Magento 2 Store Credit Extension: Top 6 Extensions](#)



July 01, 2024 · 9 min read

[Magento 2 Auto Apply Coupon Code: Setup and Best Practices](#)



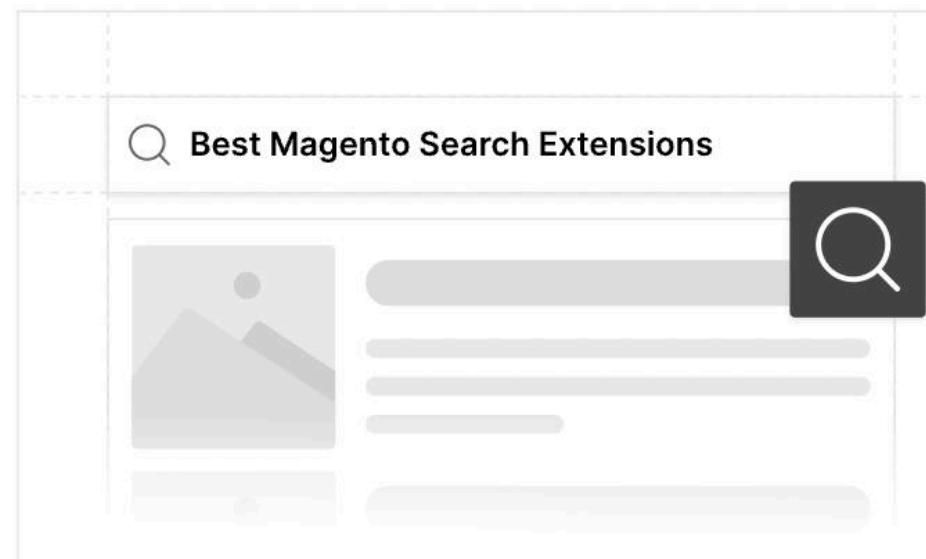
July 01, 2024 · 7 min read

[Abandoned Cart vs Abandoned Checkout in Magento 2](#)



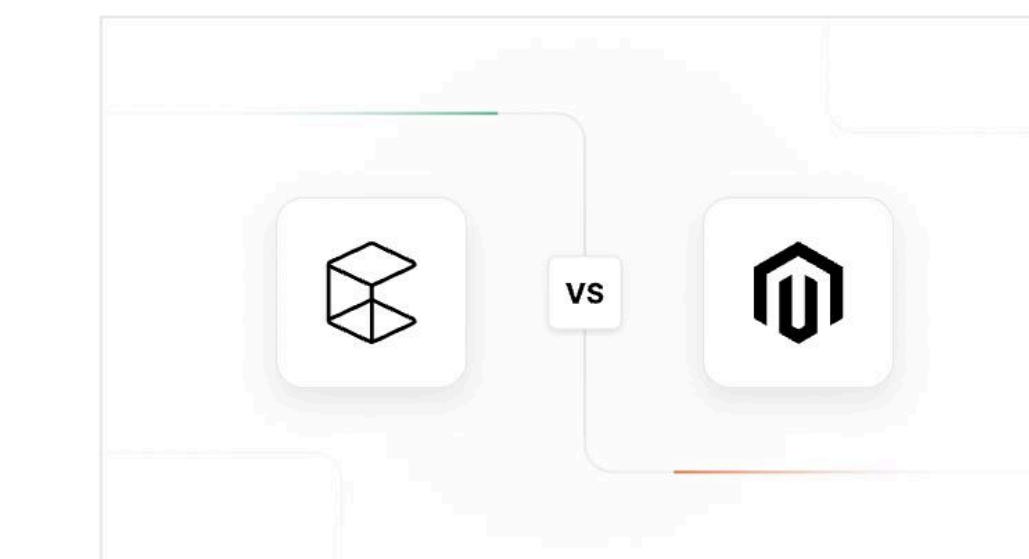
July 02, 2024 · 10 min read

[Top 8 Magento 2 WhatsApp Chat Extensions & Configurations](#)



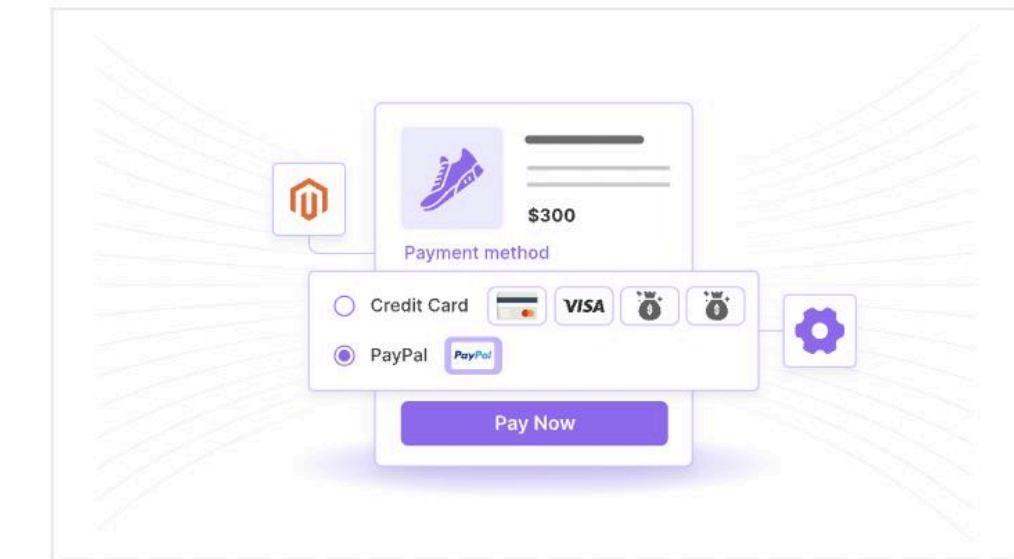
June 27, 2024 · 12 min read

[Best Magento Search Extensions: Types & Top Extensions](#)



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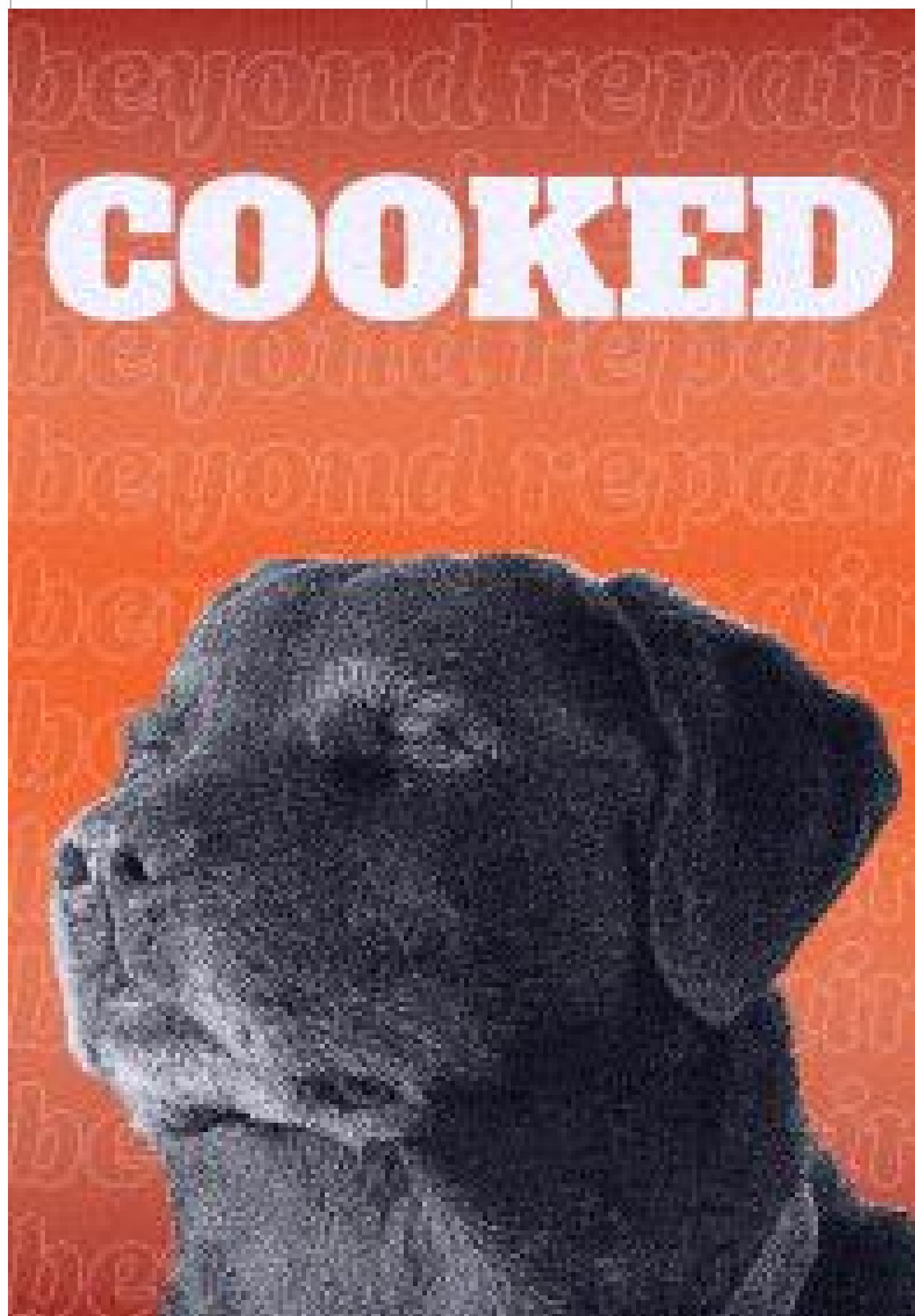
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## YOUTUBE THUMBNAIL DESIGN



## ILLUSTRATIONS



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