

Namaste! I'm

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[Behance](#) || [Medium](#)

SUMMARY

UX Designer with 6 years of experience, including 1 year in graphic design and 5 years in UX design, experience in designing for PaaS, low-code/no-code platforms, and enterprise solutions. Skilled in transforming complex workflows into seamless user interactions through research-driven design, usability testing, and scalable system thinking.

Experienced in end-to-end design processes, from user research and wireframing to prototyping and usability testing. Passionate about storytelling in UX—creating interfaces that are not just functional but also intuitive and engaging. Thrives under pressure, bringing a strategic and detail-oriented approach to problem-solving and innovation.

SKILLS

Core UX

- **End-to-End UX Process:** Skilled in user research, wireframing, prototyping, usability testing, and iterative design improvements.
- **Information Architecture:** Organizing content and interactions to enhance usability and findability.
- **Interaction Design:** Creating intuitive user flows, microinteractions, and navigation patterns for seamless experiences.

UI & Visual Design

- **Wireframing & Prototyping:** Proficient in tools like Figma, Sketch, and Adobe XD to visualize and validate design concepts.
- **Design Systems:** Experience in maintaining and contributing to design systems for consistency and scalability.
- **Typography & Layout:** Strong understanding of visual hierarchy, contrast, and accessibility principles.
- **Graphic Design:** Background in branding, marketing visuals, and UI graphics from previous graphic design experience.

- **Component-Based Design:** Creating modular, reusable UI components that enhance development efficiency.

Research & Usability Testing

- **User Research:** Conducting interviews, surveys, and competitive analysis to inform design decisions.
- **Usability Testing:** Running moderated and unmoderated tests to evaluate design effectiveness.

Collaboration & Cross-Functional Communication

- **Developer Handoff:** Ensuring smooth collaboration with engineering teams through detailed specs, design tokens, and documentation.
- **Stakeholder Communication:** Effectively presenting design concepts, user insights, and rationale to product managers, developers, and leadership.
- **Agile & Lean UX:** Working within agile teams to deliver iterative, user-focused solutions.

EXPERIENCE

Tracelink, Pune — *Product Designer*

APR 2022 - PRESENT

- Played an integral role in the development of TraceLink's Opus Magnum, the next-generation (Gen 2) version of Opus. This upgrade significantly enhanced TraceLink's product capabilities, enabling the development of applications within days or weeks, compared to the months or quarters previously required.
- Designed and enhanced Design System, including the Gen-2 version of Tracelink's Anthem Design System build from scratch.
- Conducted A/B testing for components and solutions to optimize performance and user experience.
- Collaborated with Product Managers and stakeholders to develop innovative solutions and complex user flows for master data and administration.
- Performed user testing of applications through methods such as hallway testing and A/B testing to gather actionable feedback.
- Created user personas by working closely with stakeholders and PMs to ensure solutions meet user needs.
- Contributed to Tracelink's flagship products, including Orchestration and other Track and Trace solutions.

Technohertz Technologies, Pune — *UX Designer*

DEC 2019 - MAR 2022

- Led requirement gathering through final design delivery and post-launch support, ensuring project alignment with client expectations.
- Supervised a team of 3 designers, providing guidance and maintaining quality standards.

- Focused on designing and developing consumer-facing landing pages and software interfaces.
- Contributed to high-impact projects, including the [Mitsubishi Car Display](#) and the [Hyundai Click-to-Buy Experience](#).
- Developed interactive safety dashboards for assembly lines at Thermax and Skoda, enabling real-time monitoring of safety metrics, which enhanced team awareness and improved safety practices for over 300+ employees.

Future Techmates, Pune — *Creative Designer*

SEP 2018 - NOV 2019

- Specialized in creating visually appealing designs for both social media and print media platforms.
- Designed visuals for various social media channels, driving increased audience engagement.
- Developed and produced print materials, including brochures, flyers, and posters, to support marketing campaigns and events.

The Machine Maker, Pune — *Graphic Designer*

JAN 2018 - SEP 2018

- Played a key role in the design and launch of Machine Maker magazine, contributing to branding, design language, and overall magazine layout.
- Collaborated closely with editors, writers, and photographers to ensure cohesive design alignment with content and target audience expectations.
- Gained comprehensive experience in magazine design, including the development of visually engaging layouts that enhanced reader engagement.

PROJECTS

FlytBase — *Drone in a Box tech.*

[See project here.](#)

Designing a security solution for smart cities using Drone in a Box (DiaB) technology. These drones are housed in automated docking stations placed strategically around the city. Each docking station acts as both a charging hub and a secure storage unit, allowing the drones to autonomously deploy, patrol, and return for recharging—all without human intervention.

CERTIFICATIONS

Digital Graphic and Web Applications • 1 Year-Course (2016-2017), MAAC Pune

Creative Thinking, Adobe Creative Suite, HTML-CSS-JavaScript, Storyboarding.

ImaginXP- Product Design • 5 Months-Course (2019), Pune

Visual Design & Craft, User - Centered Design, Prototyping, Wireframing and Interaction Design, Usability Testing, Heuristic Evaluation, Wireframing Tools

SAFe® for Teams 2024

Certified SAFe® 6 Practitioner from Scaled Agile, Inc. - Credential ID 39177206-0107

EDUCATION

Bachelor's in Computer Application.

Thank You!