

Abhinav Mehrotra

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PROFESSIONAL SUMMARY

Results-driven UX/UI Designer with 3+ years of experience creating user-centered digital experiences. Proven track record of implementing design systems and intuitive interfaces that increase user engagement and conversion rates. Combines strong design expertise with technical development skills to deliver end-to-end product solutions.

SKILLS

UI/UX Design: User Experience Design, User Interface Design, Wireframing, Prototyping, Information Architecture, Design Systems, Responsive Design, User Research, Interaction Design, Motion Design

Software Development: JavaScript, HTML5, CSS3, React, ThreeJs, Python, Java, SQL, Swift, AWS

Tools: Figma, Adobe Creative Suite, Miro, Balsamiq, Notion, MS Office Suite, Jira, VSCode, Xcode, Mongo, Hadoop, Touch Designer

PROFESSIONAL EXPERIENCE

UI/UX Designer, Z1 Tech

Feb 2024 - July 2024

- Architected and implemented a comprehensive company-wide design system, reducing design-to-production timelines by 12% and ensuring consistency across products
- Led UX research and prototyping to design an AI chatbot (WOZ) that enhanced customer engagement for clients in Consumer Goods, Apparel, and Alcoholic Beverages industries
- Redesigned the VDO.AI sign-up flow, optimizing for lead generation and increasing conversion rates by 120% within 15 days
- Collaborated with cross-functional teams to align design solutions with business objectives and technical requirements

Founding Designer, BeGig - A Tech Mahindra Venture

Feb 2023 - Jan 2024

- Spearheaded end-to-end UX/UI design for web and mobile applications, creating user flows, wireframes, and visual designs that scaled to support 90,000+ active users
- Implemented responsive design principles ensuring optimal user experience across iOS and MacOS devices
- Conducted competitor analysis and user research, leading to proposal of a new business model that increased average gig value by 45% and revenue per gig by 20%

PROJECTS

Confluence - The Artistry of Water, Brand Designer & Web Developer

Dec 2024

- Developed an immersive art installation exploring water dynamics using Touch Designer
- Designed comprehensive brand identity including logo, typography, and visual language
- Built a responsive, interactive website using Three.js and WebGL, creating advanced 3D visualizations
- Project Website: [Confluence](#)

EDUCATION

University of Colorado Boulder

Boulder, CO

Master of Science in Creative Technologies & Design

Expected Grad. 05/2026

Coursework: Object Oriented Programming, UX Design, LLM Programming, Java, Python

Indraprastha University

New Delhi, India

Bachelor of Arts in Journalism and Mass Communication

Coursework: Creative Writing, Design Theory, Web Design, Independent Research