

# Mallikjan Baroodwale

mallikjanb@gmail.com +91 8884981840

LinkedIn: <https://www.linkedin.com/in/mallikjan-baroodwale-009644223/>

Portfolio: <https://next-portfolio-ecru-tau.vercel.app>

## Summary

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I am a UX/UI Designer with **3+** years of experience, specializing in user-centered B2B and B2C web applications for E-Commerce Florist and Bike Rental industries. I excel in responsive design, accessibility, localization, and seamless user experiences across diverse regions. My expertise includes wireframing, prototyping, heuristic evaluation, and user journey mapping. I have designed CRM software, SaaS platforms, and web applications. Proficient in Google Material Design and Human Interface Guidelines, I ensure intuitive and engaging digital solutions. Additionally, I manage social media strategies to enhance brand presence and user engagement.

## Skills

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### Research

Interaction Design | User Journey | User Empathy Design Thinking | Surveys | Material Design color | Task Models | Analytics | User Interview | Usability Testing | Competitor Analysis | User Task Analysis

### Design

UI Design | Wire Framing | Prototyping | Interaction Design | Experience | Visual Design | Mobile App Design | Web Design | Graphic Design

### Tools

Figma | Adobe Creative Cloud(Photoshop, Illustrator, InDesign) | MS Office Suite | Jira | Carol Draw | Canva | Miro | Midjourney | ChatGPT

## Experience

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### Motocross India - Belagavi, Karnataka [08/2024 – Present]

Project 1: Link: <https://next-portfolio-ecru-tau.vercel.app/biotechweb>

Organization: **Biotech Maali**

Designation : **Ui/Ux Designer**

- Designed a user-friendly online platform for plants, gardening tools, and accessories, ensuring seamless experiences across Android, iOS, and Web.
- Introduced subscription boxes, QR-based plant visualization, and live gardening consultations through user research and requirement gathering.
- Solely designed the application's UI/UX, integrating personalized plant recommendations, intuitive navigation, and quick search functionality.
- Conducted research to address plant care education gaps and checkout inefficiencies, implementing interactive guides and streamlined payment processes.
- Developed climate-based plant recommendations and real-time order tracking, while designing an intuitive Admin Dashboard for inventory management.
- Collaborated with developers and product teams, using Jira for task tracking, sprint management, and aligning user insights with business goals.

**Project 2:** Link: <https://next-portfolio-ecru-tau.vercel.app/mavenwebsite>

Organization: **Moveonwheels (Bike Rental)**  
Designation : **Ui/Ux Designer**

- Developed a responsive and user-friendly bike rental platform for MoveonWheels, ensuring seamless navigation across Android, iOS, and Web.
- Designed and implemented Super Admin, Franchise Admin, and Customer Dashboards for efficient fleet management, real-time tracking, and user-friendly booking.
- Collaborated with stakeholders to integrate rental plans, real-time availability tracking, secure payments, and subscription models.
- Solely designed the UI/UX for customer, franchise, and admin interfaces, refining workflows through prototyping, mock-ups, and user testing.
- Conducted user research to optimize booking, cancellation, and rental history features, ensuring a smooth user experience.
- Used Jira for task tracking, sprint planning, and development cycle management to ensure timely feature updates

**Project 3:** Link: <https://next-portfolio-ecru-tau.vercel.app/maxdrive>

Organization: **Maxdrive**  
Designation : **Ui/Ux Designer**

- Designed real-time order placement, GPS-enabled attendance tracking, and garage management tools for enhanced operations.
- Developed an intuitive UI/UX with quick catalog navigation, a dedicated offers section, and streamlined order workflows.
- Conducted sales workflow analysis, integrating automated invoicing and centralized garage registration for efficiency.
- Improved order accuracy, tracking, and customer satisfaction, boosting sales team productivity by 40%.

**TCS - Bengaluru, Karnataka [02/2022 – 08/2024]**

**SBI YONO 2.0**

Desktop Website:

- Created low-fidelity (lo-fi), mid-fidelity (mid-fi), and high-fidelity user interfaces for over 200 screens.
- Developed user interfaces for more than 6 distinct user journeys.
- Focused on enhancing user experience and streamlining navigation across the website.

Integrated feedback from stakeholders to continually refine and improve the interface design.

Mobile Application:

- Designed lo-fi, mid-fi, and high-fidelity interfaces for the SBI customer-facing mobile application.
- Ensured a seamless and intuitive user experience for a wide range of banking services.
- Implemented responsive design principles to ensure compatibility across various mobile devices and screen sizes

**Education**

SK & SVMACET – Bachelor of Engineering & Technology – Department of Electronics & Communication (ECE) Laxmeshwar, Karnataka – 582-116	Visvesvaraya Technological University - Belagavi, Karnataka	2021	7.00(CGPA)
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**Achievements**

- Inspirational Performance Award - 2023
- On the spot award for Feb – 2024