

Jashvi Sudra



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📄 SUMMARY

UX Designer | Creative Problem Solver | Design Strategist

UX Designer with **4+ years of experience** delivering human-centered digital solutions across **SaaS, fintech, and e-commerce**. Skilled in **Design Thinking, Human-Centered Design, Service Design, and Agile/Scrum collaboration**, with expertise in **usability testing, interaction design, and design systems**. Adept at translating business goals into intuitive experiences that drive **conversion, adoption, and user satisfaction**. Currently seeking opportunities in Germany to contribute through **research-driven UX strategy and scalable design systems**.



ACHIEVEMENTS & RECOGNITION

Recognition Award - 2025
Locobuzz Solutions Pvt. Ltd.
July 2025

📁 WORK EXPERIENCE

UX Lead

Locobuzz Solutions Pvt Ltd

November 2024 – present

- Leading UX strategy and execution for AI-driven customer experience solutions.
- Driving cross-functional design sprints to improve SaaS platform usability.
- Mentoring junior designers and aligning UX with enterprise client needs.

Manager - UX & App Design

RBL Bank

April 2024 – October 2024

- Led UX for high-traffic banking apps, improving user flows for onboarding, payments, and security features.
- Collaborated with product and engineering to redesign key app modules, resulting in a 20% reduction in drop-offs.
- Conducted usability tests and stakeholder workshops to align user needs with business goals.

Product Experience Designer

Mindstix Software Labs

December 2021 – April 2024

- Delivered end-to-end UX for global clients across retail and real estate domains.
- Led UX for Amway Thailand and Lennar projects, enhancing digital conversion.
- Collaborated with QA and dev teams to ensure design fidelity and quality.

Content Creator

Crater Club

April 2022 – January 2023

- Created thought leadership content on UX, earning “Best Creator” recognition.
- Engaged with the design community through storytelling and design insights.
- Contributed to growing platform engagement via niche UX topics.

UX/UI Designer

Boho Procure

March 2021 – December 2021

Sales Executive

HDB Financial services

August 2018 – December 2019

2nd Runner Up, Grid Designathon 2022

Grid Design Studio
April 2022

Best Creator

Crater Club
August 2022

PUBLICATIONS

Passionate Detachment in the field of UX

Bootcamp - UX Collective
Passionate Detachment in UX [↗](#)
intends to bring together two concepts - Passion and Detachment, which seem to be in conflict, but are complementary to each other. It offers multiple benefits and practical ways to implement the ideology in the field of UX.

Case study: Medical app

Bootcamp - UX Collective
This case study tries to bridge the gap between medical professionals and patients with the use of technology. It is a solution to fulfill user needs by providing separate personalized interfaces for Patients and Doctors.

EDUCATION

B.Com

Narsee Monjee College of
Commerce & Economics
July 2014 – March 2017

KEY PROJECTS

Amway Thailand - Experience Revamp

Co-led the end-to-end UX revamp for Amway Thailand's Value Discovery domain, including search, product display, and listing experiences. Enhanced usability through iterative testing and design QA, contributing to a 25% improvement in product findability and a more intuitive purchase journey for users in the e-commerce ecosystem.

One Lennar - Associates App

Designed a unified associate platform for a Fortune 500 real estate company, streamlining access to HR tools like clock-in/out, pay, and performance. Enhanced cross-department engagement by introducing personalized dashboards and social recognition features.

Exalt - Social Media App

Redesigned a gratitude-driven social media app to foster meaningful engagement through short video content. Boosted retention by 18% by simplifying the sharing experience and introducing gamified joy-sharing features for emotional wellness.

TOOLS

- Figma
- Miro
- Jira
- Notion
- ClickUp
- Adobe Creative Cloud Suite

SKILLS

- UX Writing
- User Research
- Design Systems
- Creative Thinking
- Style Guides



LANGUAGES

English

C1 level



German

A2 level (currently learning)

