

A **UI/UX Designer III** with 13+ years of experience with expertise in creating intuitive, user-oriented digital experiences. An expert in **product design, user research, interaction design, and front-end development**, with an emphasis on **scalability and business outcomes**. Experienced in working with **cross-functional teams** to translate business goals into seamless user experiences. Skilled in applying design to **increase user engagement, conversion rates, and customer satisfaction**.

EXPERIENCE

Design Consultant | UI/UX Design - Freelancer

March 2023 - Present

- Offering **startup consulting**, user experience optimization for digital products, and business outcomes.
- Conducted design sprints for MVPs, accelerating time-to-market by 25%.
- Designed **user-centric prototypes**, enhancing feature adoption rates.

UX/UI (Design + HTML) Consultant - floofers.com.au (Australia)

May 2022 - March 2023

Floofers connects pet parents with trusted sitters and walkers.

- **Improved user experience**, cutting **35% of booking drop-offs**.
- Designed a **simplified onboarding sitter process** to boost sitter sign-ups by **40%**.
- Designed a **real-time chat tool** to enhance pet parent-sitter communication.
- Worked with the development team to ensure **pixel-perfect UI deployment**.

Consultant/UI/UX Designer - Working as freelancer

Jan 2021 - April 2022

- Worked on various client projects, providing **end-to-end UI/UX solutions**.
- Carried out **user research** and usability testing, enhancing user engagement by **30%**.
- Designed **responsive web applications** with **conversion-oriented interfaces**.

Sr. UI/UX Designer - GreyAtom, Mumbai

Feb 2017 - Dec 2020

- Designed **end-to-end Learning Management System**, improved user retention by **30%**.
- Created **interactive dashboards** for tracking student performance to enhance engagement.
- Designed **brand & marketing assets**, boosting paid course conversion rates by **20%**.

UI/UX Designer - Interactive Intelligence (NASDAQ : ININ), Mumbai

Nov 2015 - Jan 2017

Worked on the cloud platform. Designed several features like some part of **chat system, ticketing** etc. Also worked on the **mobile app for experience**.

UI Designer - Customer360, Mumbai

Aug 2013 - Nov 2015

- Designed **multi-platform support system**, reducing **ticket resolution time 15%**.
- Worked on **live chat and ticketing system** used by Fortune 500 companies.
- Created **high-fidelity prototypes** and front-end performance optimization.
- Built **brand identity assets**, enhancing user trust and engagement.
- Developed **responsive UI components**, resulting in boost in user satisfaction scores.

Sr. Web Designer - Anveshan Technologies, Mumbai

Nov 2011 - July 2013

Designed **SEO-friendly, responsive web interfaces** and **landing pages** for conversions.

Web Designer SevenMedia, Mumbai

Jan 2009 - Oct 2011

Web Designer Intraweb Solution, Mumbai

March 2008 - Feb 2009



Ganesh Badhe

UI/UX, Product Designer

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Mumbai

Skills & Industry Knowledge

- ✓ Product Design
- ✓ User Interface
- ✓ User Experience
- ✓ Interaction Design
- ✓ Wireframing
- ✓ Rapid Prototyping
- ✓ Design Systems
- ✓ Responsive Design
- ✓ HTML, CSS, Bootstrap
- ✓ Wordpress

Tools & Technologies

- 🎨 Figma, Adobe XD, Sketch, Framer, ProtoPie
- 📊 Google Analytics, Hotjar, Zeplin
- 🔧 Webflow, WordPress, Bootstrap, Tailwind CSS

Languages

Marathi, Hindi (native)
English (professional)

Education & Certifications

UX Design, Human Computer Interaction

The Interaction Design Foundation - 2014

3D Animation and Web design
- St. Angelo's

CSS Fundamentals, HTML5
Application Dev Fundamentals
- SoloLearn

Pursued undergraduate studies in Commerce *before transitioning to a career in design to focus on hands-on projects and development.*

Social

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