HIMANSHU PAL

89 Watkin Street, Newtown, Sydney, 0422161361, h.pal1614@gmail.com,
LinkedIn: https://www.linkedin.com/in/himanshupal1614/, Portfolio: https://portfolio-himanshu.webflow.io/

Strategic UI/UX Designer, Specialising in Website Design, Focused on High-Performance Websites

UX Design, Website Design, Design Systems, User Research, Wireframing, Responsive Design, Accessibility, Cross-Browser Compatibility, Site Maps, Mobile-First Design

Creative and results-driven UI/UX Designer based in Sydney with extensive experience designing, building, and optimising digital products across industries through human-centered design methodology. Known for launching high-performing websites that deliver elegant user experiences and drive tangible business growth through data-driven design decisions. Proficient in full-stack design workflow from user research to implementation with deep understanding of design systems, cross-functional collaboration, and stakeholder management. Expert in accessibility compliance (WCAG 2.1 AA), conversion rate optimization, and Agile/Scrum methodologies. Enhanced workflow efficiency through strategic AI tool integration for accelerated design processes while maintaining quality standards. Ready to relocate and open to remote/hybrid opportunities.

TECHNICAL SKILLS

UI/UX: Figma, Adobe XD, Sketch, FigJam, InVision, Adobe Suite (Photoshop, Illustrator, Premiere Pro, After Effects), Wireframing, User Journey Mapping, Information Architecture, Interaction Design, Visual Design, Accessibility (WCAG 2.1 AA).

Development and Design: HTML, CSS, JavaScript, Shopify, WordPress, Wix, WebFlow, Elementor, Component Libraries, Design Tokens, Style Guide Development, Design Operations (DesignOps), Version Control.

User Research & Testing: Usability Testing, User Interviews, Persona Development, User Feedback Analysis, A/B Testing, Heuristic Evaluation, Journey Mapping, Behavioral Psychology, Data-Driven Design.

Collaboration & Process: Cross-Functional Collaboration, Stakeholder Management, Agile/Scrum Methodology, Design Reviews, Sprint Planning, Requirements Gathering, Design Critique Facilitation.

Analytics & Business: SEO Optimization, Conversion Rate Optimization (CRO), ROI Measurement, KPI Alignment, Heat Mapping (Hotjar), Google Analytics, Performance Optimization.

PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS

DISRUPT EXPERIENCE, Designer   09.2023-Present

Crafting intuitive, accessible, and visually appealing digital experiences through collaboration with cross-functional Agile teams. Emphasising user research and iterative design processes to enhance engagement and meet business goals.

Key accomplishments:

Website Design and Development: bydisrupt.com, **bytheunderdog.com, Ector county coliseum, Mediflow**

- Architected Disrupt website from scratch in 14 days using design thinking methodology, boosting UX performance and SEO rankings by 40% through information architecture optimization.
- Spearheading Ector County Texas website development with WordPress/ Elementor, establishing design system with tokens and scalable components to reduce development time by 50%.
- Developed By the Underdog website using Wix with comprehensive CMS integration, blog architecture, and event booking system enhancing community engagement by 30%.

Branding, Research and Strategy:

- Designed detailed campus maps for Sam Houston State University using Adobe Illustrator**,** translating complex spatial information into user-friendly visual navigation systems for 20,000+ students and visitors.
- Conducted stakeholder interviews and competitive analysis to guide platform rebranding and UX revamp.
- Delivered visually engaging onboarding modules using motion design, improving user orientation and onboarding retention.
- Created targeted ad creatives and campaign assets for social media marketing, increasing brand visibility and engagement rates.

AI Integration & Product Innovation:

- Engineered custom AI chatbot for product explanation and user onboarding, increasing page engagement time by 60% through conversational design principles.

- Integrated AI tools (ChatGPT, Claude) improving workflow efficiency by 40%+ while maintaining quality standards through systematic testing protocols.

SYNTION, Multimedia Designer   05.2025-Present

Spearheading comprehensive brand strategy, design system development, and product positioning for Syntion, an innovative wearable AI assistant that integrates seamlessly into daily life through contextual awareness, vision intelligence, and voice activation technology.

Key accomplishments:
- Defined complete visual identity system with dynamic hollow ring logo and minimalist design language.
- Pioneered comprehensive Brand Guidelines (v1.0) with WCAG 2.1 AA standards and design principles, ensuring consistent brand communication across 12+ touchpoints.
- Architected design token system with color palettes, typography scales, and semantic structures for cross-platform implementation.
- Developed atomic design methodology with scalable component architecture and governance protocols.
- **Established comprehensive design token architecture** including semantic color systems, typography scales, spacing units, and component states, ensuring consistent visual language across product touchpoints.
- Leading wireframing system development with card sorting methodologies for core product features.

NIMBUS STUDIOS, Designer | Founder

01.2025-Present Delivering innovative, user-focused digital solutions while establishing streamlined design systems and accessible user experiences. Collaborating with diverse teams to align user goals with business impact and metrics.

Key accomplishments:
- Developed standardized UX process including discovery workshops, user research protocols, wireframing standards, and iterative testing cycles, reducing project timelines by 40% while improving client satisfaction scores.
- Established design operations framework with design system templates, component libraries, and quality assurance checkpoints ensuring consistent deliverables across all client projects.

The Clairemont: (theclairemont.com.au)
- Applied established UX process through stakeholder workshops and user journey mapping. Developed modular design system achieving **25% increase in booking inquiries** within 3 months.

The Sydney 360 Booth: (thesydney360booth.com.au)
- Executed standardized responsive design methodology with SEO integration, achieving **18% organic traffic increase** and improved lead generation through systematic conversion optimization.

Zero to One: (zerotoone.store)
- Utilized comprehensive UX framework for e-commerce optimization including user flow analysis and behavioral psychology principles. **35% conversion rate improvement** through systematic A/B testing protocol.

Dunkirk Hotel, Pyrmont, NSW:
- Produced branded motion graphics and animations for digital signage and social media, boosting brand consistency and visual engagement.

Nimbus Studio: (nimbusstudio.com.au)
- Built Nimbus Studio's Webflow site with CMS structure for scalable portfolio growth and content SEO optimization.
- Wrote SEO-optimized copy and internal links with clear CTAs, leading to inbound client project within 60 days of launch.

INFOSYS LIMITED, UI/UX Designer   12.2020-12.2021

Designed and delivered user-focused digital products for diverse industries, emphasising accessibility, usability, and alignment with business objectives.

Key accomplishments:
- Led UX design for Infosys Finacle Digital Banking Suite serving 1+ billion users across 100+ countries, focusing on core banking modules, payment processing, and mobile banking interfaces.
- Conducted user research and usability testing with banking customers across APAC markets, reducing task completion time by 35% and improving digital adoption rates by 40%.
- Executed wireframes and high-fidelity UI designs using Figma with information architecture principles, improving task completion rates by 45% across 15+ enterprise modules.
- Implemented WCAG 2.1 AA standards and designed data-driven interfaces, achieving 40% improvement in user satisfaction scores through systematic CRO methodology.
- Led collaboration with distributed Agile teams through structured design reviews and stakeholder management.

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EDUCATION AND QUALIFICATIONS

DISTANCE LEARNING, Google UX Design Professional   2024

UNIVERSITY OF TECHNOLOGY, Sydney, Australia, Masters of IT (Interactive Media and Cyber Security)   2022-2024

- Developed in-depth knowledge of cyber defence strategies, risk management, and security protocols to protect organisational data and IT infrastructure from cyber threats. Gained hands-on experience in creating user-centred multimedia solutions, incorporating web and mobile technologies to enhance digital experiences.
- Developed comprehensive design system documentation for the Aboriginal e-commerce platform, ensuring consistent component usage and accessibility standards.
- Created and maintained component libraries for the food delivery service website, implementing standardised naming conventions and asset organisation for efficient developer handoff.
- Established design documentation and user testing frameworks for music streaming language app, resulting in improved user engagement through gamified features.

ARENA ANIMATION, Pune, India, Advanced Diploma (Animation and VFX)   2018-2020

BHARATI VIDYAPEETH DEEMED UNIVERSITY, Pune, India, Bachelor of Technology (Computer Engineering)   2015-2019

ADDITIONAL INFORMATION

Location: Sydney-based; Ready to relocate, **Languages:** Fluent in English and Hindi.