

Kishan Dubey

UI/UX & Graphic Designer

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Summary

UI/UX & Graphic Designer with 2.5+ years of cross-platform product design experience in web, mobile, and enterprise applications. Skilled in user research, wireframing, prototyping, interaction design, A/B testing, usability testing, and design systems. Proficient in Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Canva etc, with working knowledge of HTML, CSS, and JavaScript for developer collaboration. Adept at human-centered design deliver intuitive and engaging digital experiences. Proven ability to improve user engagement, conversion rates, and workflow efficiency.

Education

The Maharaja Sayajirao University, Vadodara — M.Sc in IT, GPA: 8.2/10 Nov 2021 – May 2023
Veer Narmad South Gujarat University, Surat — B.Sc in CS, GPA: 7.0/10 Aug 2018 – Jul 2021

Experience

UI/UX & Graphic Designer, IMS Group – Ahmedabad, India Apr 2024 – present

- Led end-to-end UX lifecycle—research, wireframing, prototyping—improving task success rate.
- Facilitated workshops to align design with KPIs, speeding approvals by 20%.
- Crafted high-fidelity interfaces in Figma/Adobe XD, cutting dev iteration time by 30%.
- Integrated user feedback in Agile sprints for continuous UX improvement.
- Designed social media creatives, infographics, and campaign banners for brand promotion.
- Enhanced user flows across portals, improving navigation and usability.

Web Developer and UI/UX Designer, IT Idol Technologies – Valsad, India Jan 2023 – Dec 2023

- Established responsive and SEO-optimized websites using PHP, Laravel, and Shopify, improving organic traffic by 30%.
- Initiated user-centered interfaces and interactive prototypes, reducing client revision cycles by 40%.
- Participated in Agile sprints for timely deployment of product features with user-centric design updates.
- Handled full project lifecycle from discovery to front-end and back-end integration.
- Balanced usability best practices with technical feasibility, resulting in 20% faster product delivery.

Projects

HealthSync – Digital Health Insurance App 🔗

- Designed mobile-first, WCAG-compliant interfaces for policy access, claims, and telehealth.
- Created wireframes, prototypes, and visuals using Figma aligned to UX and accessibility standards.
- Collaborated in Agile sprints with PMs, developers, and QA to refine based on usability testing.
- Applied UX strategy to add dashboards and preventive care, improving retention by 45%.

StyleCart – E-Commerce Website 🔗

- Redesigned checkout flow for mobile, reducing cart abandonment by 20%.
- Conducted user research and heuristic evaluation to improve navigation, boosting conversions by 35%.
- Built reusable UI components in Figma based on brand guidelines for scalability.
- Worked with cross-functional teams to deliver in iterative Agile sprints.

Sketchify.AI – Image to Cartoon Converter 🔗

- Designed responsive, intuitive interface for AI-powered image cartoonization tool.
- Optimized upload-to-output process for speed and accessibility.
- Created interaction flows that improved task completion efficiency.
- Partnered with engineers to ensure UI matched AI output fidelity.

Core Skills

UX Methods: User Research, Persona Creation, Wireframing, Prototyping, Information Architecture, Interaction Design, A/B Testing, Heuristic Evaluation, Usability Testing

Design Tools: Figma, Adobe XD, Sketch, Adobe Illustrator, Photoshop, Axure

Frontend Collaboration: HTML5, CSS3, JavaScript (basic)

Frameworks & Standards: Agile, Lean UX, WCAG Accessibility Compliance, Design Systems

Certifications

- **Hablar:** Soft Skill Certification 
- **Growth:** UX Skillset Certification 
- **Duda Certified:** Web Design 
- **Coding Ninja:** Full Stack Web Development 

Awards

- **The Best Promising Award,** IMS nHance – Gala 2025  Jan 2025
- **The ICE Award (x2),** IMS nHance  Jun 2024