

PRAJWAL

SURENDRA GOHAD

OBJECTIVE

I create digital experiences where user needs meet business goals seamlessly. As a UI/UX Architect, I design end-to-end journeys, actionable interfaces, and scalable solutions while ensuring designs are development-ready. With a background in product ownership, content strategy, and computer science, I help businesses transform complex requirements into intuitive, high-impact web applications. I am also skilled in client interaction, collaborating closely with stakeholders to understand their vision, provide strategic guidance, and deliver solutions that exceed expectations.



WORK EXPERIENCE

Ux/ui Designer

Uelement | Pune | 2025 - Working

- Led end-to-end UX/UI design for UElement's core product, owning the full design lifecycle from research and wireframing to high-fidelity UI and developer handoff.
- Acted as Product Owner for one key project, defining product vision, user flows, feature scope, and priorities.
- Served as the primary point of contact (SPOC) with the client, gathering requirements, presenting designs, incorporating feedback, and ensuring alignment between client expectations and product delivery.
- Collaborated closely with developers and internal stakeholders to ensure smooth execution under startup timelines.
- Created website content and UX copy aligned with product messaging and user intent.
- Generated AI-based images and videos to enhance website visuals, storytelling, and overall brand presence.

Ux/ui Designer (Intern)

The Data Tech Labs | Pune | 2024 - 2025

- Designed user-centric web and dashboard interfaces based on business and user requirements.
- Created wireframes, user flows, and high-fidelity UI designs using Figma.
- Worked closely with developers to ensure accurate design implementation and smooth handoff.
- Improved usability and visual consistency across products by following UX best practices.



SKILLS

Leadership & Team Ownership

Client Communication & Presentation

Problem-Solving & Critical Thinking

Time Management & Accountability

Feedback Handling & Iterative Improvement

Decision-Making & Prioritization



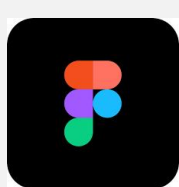
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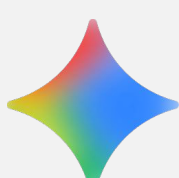
TOOLS



FIGMA



ADOBE XD



GOOGLE GEMINI



CHAT GPT



ADOBE PHOTOSHOP



EDUCATION

HFI's CUA, 2025

Professional HFI's Certified Usability Analyst Course

Google UX Design Course, 2024

Professional certificate course design by Google

BE, April 2024

Computer Science Engineer, Sipna COET, Amravati

HSC, 2020

Rural Institute, Amravati

SSC, 2018

Shantidevi Public School, Amravati



OTHERS

Representing Innovation at GITEX, Dubai.

Selected as employee of the Month

Elected as 2023 College President