

## SANKET DONEKAR

Senior UX/Product Designer | 4.5+ Years | SaaS • B2B • HRMS • EdTech • Enterprise Apps

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 Portfolio: [sanket works](#) | LinkedIn: [sanket works](#) | Dribbble: [sanket works](#)

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## SUMMARY

Senior UX/Product Designer with 4.5+ years of experience delivering **SaaS**, **B2B**, HRMS, compliance, **FMCG**, and **consumer-facing products**. Designed **10+ products and 30+ projects**, leading end-to-end UX—research, user flows, wireframes, UI, design systems, and usability testing. Strong in simplifying complex workflows, designing scalable systems, and collaborating with cross-functional teams.

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## EXPERIENCE

### Senior UX Designer

RedBeryl Tech, Pune • Mar 2024 – Present

- Led UX for **vState Filings**, transforming manual compliance workflows and achieving **70% less manual work**, **45% fewer errors**, and **50% faster filing processes** across core services.
- Led UX for **Snack Hack (US B2C health insights app)**; benchmarked Truthin, Yuka, Fooducate and reduced scan-to-result time by **33%**.
- Designed **LocateTutor (US tutor marketplace)**; improved tutor match accuracy by **55%** through enhanced search, filters, and profile structure.
- Digitized **Accurest (Supply Chain System)**—previously Excel-driven; reduced manual operations by **45%** and improved reporting efficiency by **60%** via dashboards and inventory workflows.
- Built **3 atomic design systems**, improving design team efficiency by **70%** and reducing developer rework by **50%**.
- Conducted user interviews, surveys, journey mapping, heuristic reviews, usability tests, and A/B testing.

### UI/UX Designer

Esoftcode, Pune • Mar 2023 – Feb 2024

- Designed **NextBuilt CRM** with reusable UI components and optimized workflows.
- Built and maintained design systems to ensure scalability and consistency.
- Created UX strategies aligned with business goals; **conducted competitive analysis** and **interactive prototypes**.
- **Collaborated with product & marketing teams** for brand-aligned experiences.
- Produced UI assets, **icons**, graphics, **micro-interactions**, and **responsive layouts**.

## UI Designer

KnackBe Tech, Pune • Jul 2021 – Mar 2023

- Designed **Flourpicker (FMCG e-commerce mobile app)** improving category navigation and product clarity.
  - Created **brand identity assets, social creatives, landing pages**, marketing visuals, and ad **campaigns**.
  - Conducted **market research** for visual trends and **campaign optimization**.
  - Collaborated with content and **social media teams** to maintain **brand consistency**.
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## SKILLS

**UX:** Wireframes, User Flows, IA, Prototyping, Usability Testing, UX Writing

**UI:** Visual Design, Interaction Design, Responsive Design, Design Systems

**Research:** Interviews, Surveys, Journeys, Personas, Heuristic Eval, A/B Testing, Accessibility

**Tools:** Figma, FigJam, Sketch, Adobe XD, Photoshop, After Effects, Notion, Jira, ChatGPT, Lovable, Google Analytics, Google Ads, Facebook Ads, Figma AI, NotebookLM

**Tech:** HTML, CSS, Bootstrap, JavaScript, Git, Netlify, ReactJS (Basic), WordPress, CMS

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## PROJECTS

- **vState Filings** — US Entity Filing Platform ([Figma Link](#))
  - **Snack Hack** — US B2C Health Scanner App ([Figma Prototype](#))
  - **LangLang App** — Language Learning Concept ([Figma Prototype](#))
  - **Travel Booking App** — UX Case Study ([Figma Prototype](#))
  - **Website Designs** — Some of the website design work ([Figma Link](#))
  - **Accurest** — Supply Chain Digital Transformation (Excel → System) ([Link](#))
  - **LocateTutor** — US Tutor Marketplace (Web & Mobile) ([Link](#))
  - **WhatsApp Voice Note Transcription** — UX/UI Concept ([Link](#))
  - **AI-Powered Design System** — Enterprise Design System ([Link](#))
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## CERTIFICATIONS

Google UX Design • Microsoft Power BI • SQL Zero to Hero • Google Analytics

Agile Professional • Front-End UI Frameworks

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## EDUCATION

**MBA, Business Analytics** — IMERT Pune (2021–2024)

**BE, Information Technology** — MITCOE Pune (2016–2020)