SANKET DONEKAR

Senior UX/Product Designer | 4+ Years | SaaS • B2B • HRMS • EdTech • Enterprise Apps

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SUMMARY

Senior UX/Product Designer with 4+ 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.

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**.

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

PROJECTS

- **vState Filings** — US Entity Filing Platform ([Link](#))
- **Accurest** — Supply Chain Digital Transformation (Excel → System) ([Link](#))
- **LocateTutor** — US Tutor Marketplace (Web & Mobile) ([Link](#))
- **Snack Hack** — US B2C Health Scanner App ([Link](#))
- **WhatsApp Voice Note Transcription** — UX/UI Concept ([Link](#))
- **AI-Powered Design System** — Enterprise Design System ([Link](#))
- **LangLang App** — Language Learning Concept ([Link](#))
- **Flourpicker** — FMCG E-Commerce Mobile App (NDA)
- **Prime Play** — OTT App/Web Redesign (NDA)

CERTIFICATIONS

Google UX Design • Microsoft Power BI • SQL Zero to Hero • Google Analytics
Agile Professional • Front-End UI Frameworks

EDUCATION

MBA, Business Analytics — IMERT Pune (2021–2024)
BE, Information Technology — MITCOE Pune (2016–2020)