

SANKET DONEKAR

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

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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.

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

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

EDUCATION

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

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