Seema Lalakiya
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PROFESSIONAL SUMMARY:

UI/UX Designer with 10 years of experience creating intuitive, user-centric digital experiences. Skilled in wireframing, prototyping, and interaction design, with a focus on usability and accessibility. Passionate about crafting functional and visually engaging interfaces that drive user satisfaction and business success.

- Designed and optimized user-friendly interfaces for web and mobile applications.
- Conducted user research, usability testing, and A/B testing to improve product experience.
- Developed interactive prototypes and wireframes to visualize design concepts.
- Collaborated with cross-functional teams to align design with business goals.
- Implemented design systems and UI guidelines for consistency across products.
- Stayed updated with UI/UX trends and best practices to enhance user engagement.

EDUCATION:

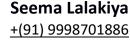| Degree	Board/University	Passing Year	Percentage
M.C.A. (Master in Computer Application)	Gujarat Technology University, Gujarat, India	June- 2013	CGPA: 7.73
B.C.A. (Bachelor in Computer Application)	Saurashtra University, Gujarat, India	April- 2010	62%
H.S.C. (12th)	G.H.S.E.B.	March- 2007	64.4%
S.S.C (10th)	G.S.E.B.	March- 2005	68%

UI/UX DESIGN SKILLS:

- User Research & Usability Testing
- Wireframing & Prototyping (Figma, Adobe, XD, Sketch)
- Interaction & Visual Design
- Design System & UI Guidelines
- Information Architecture & UX Writing
- Responsive and Adaptive Design

TOOLS AND TECHNOLOGIES:

- **Design Tools:** Figma, Adobe XD, Sketch
- **Prototyping:** InVision, Axure RP
- **User Testing:** Maze, Hotjar
- **Front-End Basics:** HTML, CSS (Basic)
- **Project Management:** Jira, Trello, Asana

EMPLOYMENT HISTORY:

Organization	Designation	Duration
KPIT	Technical Lead	Apr-2022 to Present
CORBIT DIGITAL	Sr. Web Designer	Feb-2019 to Dec-2021
NETWORLD	Sr. Web Designer	Nov-2015 to Feb-2019

Suhradam Software	Jr. Web Designer	Aug-2014 to Oct-2015
Global Era Infotech	Trainee and Jr. Web Designer	Feb-2014 to July-2014

PROJECT EXPERIENCE:

Project: JLR - Designed HMI for a Vehicle Infotainment System
Role: Lead UI UX Designer
Contribution:
- Gathered and understood requirements from stakeholders
- Developed solutions, including wireframes, prototypes, and mock-ups
- Presented designs to stakeholders for review and feedback
- Incorporated stakeholder feedback to refine and improve designs
- Maintained ongoing collaboration with stakeholders throughout the process
- Participated in UX Research and testing

Project: CLAAS - Designed Automotive Diagnostic Tool for A Technician
Role: Lead UI UX Designer
Contribution:
- Requirement gathering and understanding
- Defining user flow and basic wireframing
- Creating final mock-ups designs and providing understanding of feature to developer
- Handling all the design aspects
- Providing demos to stakeholders and client

Project: Data Platform - Designed an application to manage all the data related to Vehicle
Role: Lead UI UX Designer
Contribution:
- Manage all aspects of design, from concept to execution.
- Define user flows and develop initial wireframes.
- Create high-fidelity mock-ups and collaborate with developers for implementation.
- Gather and analyse requirements to align with project goals.
- Conduct demos for stakeholders and clients to ensure design clarity.