

Seema Lalakiya

UI/UX DESIGNER

SKILLS

- User Research & Usability Testing
- Wireframing & Prototyping
- Interaction & Visual Design
- Design Systems & UI Guidelines
- Information Architecture & UX Writing
- Responsive and Adaptive Design

TOOLS

Design:

Figma, Adobe XD, Sketch

Prototyping:

Figma, InVision, Axure RP

User Testing:

Maze, Hotjar

Front-End:

HTML, CSS (Basic)

Project Management:

Jira, Trello, Asana

EDUCATION

MASTER OF COMPUTER APPLICATION

July - 2013

CGPA: 7.73

Gujarat Technology

University, Gujarat, India.

BACHELOR OF COMPUTER APPLICATION

March - 2010

Percentage: 62%

Saurashtra University, Gujarat, India.

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in www.linkedin.com/in/seema-lalakiya-71a218142/

🌐 seemacreatives.github.io/portfolio

PROFILE

UI/UX Designer creating intuitive, user-focused digital experiences. Skilled in turning research into wireframes, prototypes, and interaction models that enhance usability and engagement. Strong collaborator, balancing user needs with business and technical goals.

KEY HIGHLIGHTS

- 10+ years in designing digital products, including 3+ years in automotive systems (AI tools, infotainment & diagnostic tools).
- Adept at translating stakeholder and user needs into flows, wireframes, and prototypes that improve usability and align with business goals.
- Hands-on with user research and usability testing, using workshops, sessions, and A/B tests to guide design.
- Delivered user journeys, personas, and flows to align teams with clear design rationale.
- Built design systems and high-fidelity mockups ensuring consistency and accessibility.
- Agile collaborator with developers, product owners, and business teams to deliver cohesive solutions.
- Balance user needs, feasibility, and business goals, backing design choices with data and best practices.
- Own projects end-to-end - from discovery and sketches to stakeholder presentations and final delivery.

EXPERIENCE

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|-----------------------------|---------------------|
| KPIT, Pune | 2022 – present |
| Lead Designer | |
| Corbit Digital, Rajkot | Feb 2019 – Dec 2021 |
| Sr. Web Designer | |
| Networld, Rajkot | Nov 2015 – Feb 2019 |
| Sr. Web Designer | |
| Suhradam Software, Rajkot | Aug 2014 – Oct 2015 |
| Jr. Web Designer | |
| Global Era Infotech, Rajkot | Feb 2014 – Jul 2014 |
| Trainee & Jr. Web Designer | |

CERTIFICATION

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| Coursera - Google's "Foundations Of User Experience (UX) Design" | March, 2022 |
| Udemy - GenAI Fundamentals For UX Designer + Researchers | April, 2025 |
| Udemy - Culture Based UX Writing | January, 2025 |

PROJECT HIGHLIGHTS

Internal AI Initiatives

Role: Lead UI UX Designer

- Designed AI-powered workflow apps for importing, customizing, and executing project templates to accelerate delivery.
- Created HMI concepts with AI voice assistance, enabling drivers to plan routes, manage appointments, and make informed real-time decisions.
- Developed AI-driven automotive UX interactions, where systems adapt recommendations based on time, context, and user preferences.
- Integrated AI insights into secure file management platforms, improving accessibility, productivity, and decision-making.
- Focused on intuitive, human-centered AI experiences, ensuring transparency, trust, and user control.

JLR - Designed HMI For A Vehicle Infotainment System

Role: Lead UI UX Designer

- 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

Data Platform - Designed An Application To Manage All The Data Related To Vehicle

Role: Lead UI UX Designer

- 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.

CLAAS - Designed Automotive Diagnostic Tool For A Technician

Role: Senior UI UX Designer

- 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
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