

# SPARSH BAJAJ

Mobile: +353 – 89 205 4708

Email: [sparshbajaj97@gmail.com](mailto:sparshbajaj97@gmail.com)

LinkedIn: [linkedin.com/in/sparshbajaj](https://www.linkedin.com/in/sparshbajaj)

GitHub: [github.com/sparshbajaj](https://github.com/sparshbajaj)

Portfolio: [sparshbajaj.me](https://sparshbajaj.me)

An experienced UI/UX Designer and Web Developer with over 4 years of experience, I excel in creating intuitive and engaging digital experiences. My expertise in front-end web development, coupled with a keen understanding of the latest design trends, allows me to build pixel-perfect, user-focused interfaces. Adept at leveraging CSS, React, and CMS tools, I take pride in transforming design ideas into visually stunning applications that align with business requirements. Proficient in leveraging AI to enhance user experience, intercation and engagement.

**SKILLS:** Photoshop, Illustrator, After Effects, XD, ReactJS, Figma, Sketch, XD, Zeplin, HTML, CSS, JS, Tailwind, Bootstrap, WordPress, Python, SEO, Jira.

## EMPLOYMENT RECORD

**Senior UI/UX Designer** | Memoria Call (Remote)

June 2021 - Present

- Architected and implemented visually appealing, user-centred interfaces for web and mobile applications using Sketch, leading to a **20% surge in active users** and **15% user growth within three months**.
- Fostered collaboration with cross-functional teams to design, ensuring accessibility and optimization across all platforms for a seamless user experience.
- Leveraged expertise in interaction design to develop **intuitive user flows and low-fidelity wireframes for mobile and web apps, enhancing usability and interaction**.
- Incorporated user centred design (UCD) principles, to make simple easy to understand design flow and interaction design, using **Figma** and **adobe XD**.
- Conducted comprehensive user research using – **Hotjar, Clarity, UserTesting, Lookback, Dovetail**.
- Team Collaboration with product managers, developer, and researchers to brainstorm on product launch ideas & **A/B Testing**.

**Web Developer** | LOOOOP Studios (Freelance, Remote)

March 2020 – Jan 2023

- Utilized React JS, HTML5, and CMS to implement robust cross-browser compatibility, enhancing user experience across various devices and contributing to accessibility and usability standards.
- Worked in close alignment with the Creative Director to construct interactive, responsive websites using HTML, CSS, and JavaScript frameworks, effectively boosting user engagement and retention rates.
- Successfully delivered visually appealing, intuitive, and user-centric websites, effectively addressing client requirements, and achieving high satisfaction rates. See examples of my work at [loooop.studio](https://loooop.studio) and [fluence.eu](https://fluence.eu), where front-end best practices were employed to ensure optimal performance and user interaction.

**Designer and Developer** | Ginger Monkey (Gurugram, India)

March 2020- June 2021

- Collaborated with clients to understand their design requirements and provided design solutions that aligns with the client's vision.
- Conceptualized and executed innovative AR filter marketing campaigns for various Fortune 500 and unicorn clients, resulting in over 2 million impressions and winning best campaign award.
- Managed end-to-end website development process for multiple clients using HTML, JS, React, CSS and CMS (WordPress, Drupal).

## EDUCATION

Master's degree in cyber security  
National College of Ireland  
Award: **Major**

Bachelor of Technology in Computer Science  
Manav Rachna International University  
Award: **Major**

## PROJECTS

- Portfolio 2020 and 2023:** Developed personal portfolio using ReactJS ([sparshbajaj.me](https://sparshbajaj.me)).
- Pen testing | HackTheBox:** Solved CTF challenges ([hackthebox.com](https://hackthebox.com)).
- Mudic:** Created a mood-based music app using Spotify's API ([mudic-spotify.web.app](https://mudic-spotify.web.app)).
- IOT Project:** Designed award-winning medical control system with RaspberryPi.