



## Vijay Pawase

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## Certified Google UX Design<sup>®</sup> | Human-Computer Interaction (HCI)<sup>®</sup>

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Portfolio link: <https://vijaypawasegit.github.io/portfolio/>

### Experience

- Vijay is **Product Design Mentor, UX DESIGNER/ARCHITECT** with strong user centric designing abilities, having **19+ years** of commercial experience of designing intuitive UI/UX design solutions for Consumer and Business-facing applications from initial conceptual stage to delivery.
- He is a certified **Google UX Design & Human-Computer Interaction (HCI)<sup>®</sup>**, has worked with large organizations ranging from Financial, Software, Public Sector, and Engineering Organizations to Examination Institutes.
- Familiarize the team with the customer needs, specifications, design targets, the development process, design standards, techniques and tools to support task performance.
- Assure all that the team addresses relevant issues within the specifications and various standards.
- Experience in leading and managing UI teams and driving the technicalities, providing creative leadership and aesthetics of a project.
- Collaborate with both the business and development departments to establish business rules and I work side-by-side with programmers to implement my front-end code.
- Expertise in creating designs & development for desktop, web & Mobile application.
- He has a good hold to create wireframe/prototype, user journey map, and persona.
- Experience in cross web browser compatible, web GUI design, Usability techniques, accessibility and good knowledge on information architecture.

## Skills

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Adobe XD, Figma, Sketch, Miro, Adobe Creative Cloud,, HTML5, CSS3, JQuery, SCSS, LESS, WCAG 2.1 guidelines, User research, Usability testing, Wireframing & prototyping, Information architecture, Interaction design, Visual design & UI design, User journey mapping / service blueprints, Persona development, UX writing & microcopy, Heuristic evaluation, Design thinking & human-centered design, Requirements gathering & stakeholder workshops, Agile & cross-functional collaboration, Product discovery & feature prioritization, Design system contributions, Presenting findings & facilitating design reviews

## Work Experience

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### Self Employed | Pune

Freelance UI UX Consultant

Aug 2025 – Till date

#### Responsibilities:

- Freelance UX Designer with 20 years of experience designing intuitive, user-centered digital products. I specialize in simplifying complex problems, improving usability, and helping brands deliver meaningful user experiences.

### Pitney Bowes | Pune

UI UX Lead/Manager

Apr 2025 – Aug 2025

#### Responsibilities:

- **Define UI/UX Strategy:** Develop and execute a comprehensive user interface and experience strategy that aligns with business goals.
- **Team Leadership:** Lead, mentor, and manage a team of designers, ensuring their growth and alignment with project goals.
- **Stakeholder Collaboration:** Work closely with product managers, developers, and other stakeholders to understand business objectives and user needs.
- **End-to-End Design Oversight:** Oversee all stages of UI/UX design, from user research and concept creation to final implementation.
- **Design Systems:** Create and maintain design systems, ensuring consistency and scalability across products.
- **Usability Testing:** Plan and conduct usability testing sessions to gather insights and refine designs.

**MRI Software** | Pune  
UI UX Lead/Manager  
Dec 2024 – Apr 2025

**Responsibilities:**

- **Define UI/UX Strategy:** Develop and execute a comprehensive user interface and experience strategy that aligns with business goals.
- **Team Leadership:** Lead, mentor, and manage a team of designers, ensuring their growth and alignment with project goals.
- **Stakeholder Collaboration:** Work closely with product managers, developers, and other stakeholders to understand business objectives and user needs.
- **End-to-End Design Oversight:** Oversee all stages of UI/UX design, from user research and concept creation to final implementation.
- **Design Systems:** Create and maintain design systems, ensuring consistency and scalability across products.
- **Usability Testing:** Plan and conduct usability testing sessions to gather insights and refine designs.

**Capita** | Pune  
UI UX Manager  
Dec 2020 – Nov 2024

**Responsibilities:**

- Gathering and evaluating user requirements in collaboration with product owner/stakeholders.
- Presenting UX design concepts to the project stakeholders for review and feedback.
- Driving the development and communication of clear design guidelines, patterns, libraries, and assets.
- Working closely with the development team to implement the vision.
- Re-designing existing UI and UX to better adapt android, iOS devices, Desktop and web application.

**Barclays** | Pune  
Lead UI UX Designer  
Aug 2018 – Dec 2020

**Responsibilities:**

- Gathering and evaluating user requirements in collaboration with product owner.

- Presenting UX design concepts to the project stakeholders for review and feedback.
- Driving the development and communication of clear design guidelines, patterns, libraries, and assets.
- Working closely with the development team to implement the vision.
- Re-designing existing UIs to better adapt Android, iOS devices and web application.

**Cybage Software Pvt. Ltd. | Pune**

Lead UI UX Designer

Sep 2015 – Jul 2018

**Responsibilities:**

- Creating hi-fi interactive prototypes to accurately demonstrate app to clients.
- Recommending alternative design solutions based on technical limitations. Ability for quick
- Problem-solving earned positive feedback from stakeholders.
- Working on front end development using HTML5, CSS3, Angular Material Design 2, Bootstrap, JQuery, SCSS, Jira and Git
- Participating in relevant technical and verbal communication with stakeholders
- Assisting and mentoring the team members for issue resolution
- Performing code reviews
- Fixing issues and defects
- Working on CMS (Drupal) based Application
- Achieving goals successfully before timeline
- Integrating and Unit testing
- Working on documentation of various Processes

**Datamatics UK Ltd. | UK**

UI UX Consultant

Apr. 2015 – Sep. 2015

**Responsibilities:**

- Coordinate with internal and external customers/clients.
- Familiarize the team with the customer needs, specifications, design targets, the development process, design standards, techniques and tools to support task performance
- Assure that the team addresses all relevant issues within the specifications and various standards

- Initiate sub-groups or sub-teams as appropriate to resolve issues and perform tasks in parallel
- Ensure deliverables are prepared to satisfy the project requirements, cost and schedule
- Enhanced engagement in both desktop and mobile-optimized solutions to industry, B2B with UX/UI design direction and solutions.
- Crafted the Visual Design and workflows for the LMS.
- Led, Mentored, Guided and Contributed to the User Interface and Front-End Development Teams.
- Provide design innovation and leadership on projects for web and mobile applications
- Responsible for the user experience, information architecture, and user interfaces and interactions working closely with dev team.
- Creation of Mockup & HTML for responsive web/mobile application.
- Define and estimate the UI scope, level of effort, and scheduling.
- Expertise on Moodle, Joomla, Wordpress, Drupal application
- Actively participating in design workshops and design brainstorming sessions on user journeys & flows to create optimal user experience.
- Achieving w3c recommendations across various prominent browsers naming: IE, Firefox, Safari, Chrome, Opera
- Providing the best possible approach to junior UI developers in creating the layouts and managing content on the page.

## **Harbinger Group | Pune**

Lead UI UX Designer

Jul. 2011 – Apr. 2015

### **Responsibilities:**

- Coordinate with internal and external customers/clients.
- Familiarize the team with the customer needs, specifications, design targets, the development process, design standards, techniques and tools to support task performance
- Assure that the team addresses all relevant issues within the specifications and various standards
- Initiate sub-groups or sub-teams as appropriate to resolve issues and perform tasks in parallel
- Ensure deliverables are prepared to satisfy the project requirements, cost and schedule
- Enhanced engagement in both desktop and mobile-optimized solutions to industry, B2B with UX/UI design direction and solutions.
- Crafted the Visual Design and workflows for the LMS.
- Led, Mentored, Guided and Contributed to the User Interface and Front-End Development Teams.
- Provide design innovation and leadership on projects for web and mobile applications

- Responsible for the user experience, information architecture, and user interfaces and interactions working closely with UI team developers.
- Creation of Mockup & HTML for responsive web/mobile application.
- Define and estimate the UI scope, level of effort, and scheduling.
- Creating UI designs from PSDs and integrating into the developer's (Java, RoR, .Net, PHP, Phonegap etc.)Code.
- Expertise in creating Mockup & HTML5 & CSS3 for Phonegap application.
- Expertise on Moodle, Joomla, Wordpress, Drupal application
- Actively participating in design workshops and design brainstorming sessions on user journeys & flows to create optimal user experience.
- Achieving w3c recommendations across various prominent browsers naming: IE, Firefox, Safari, Chrome, Opera

**Avians M2M Solutions Pvt. Ltd. | Pune |**

Sr. UX UI Designer

Jun. 2010 – Jul. 2011

**Responsibilities:**

- Responsible for UI Designs, Front End Development in the process of developing the Organization's Intranet Website and Internal Tools.
- Creating sketches, paper prototypes, designing wireframes on a cloud based software and sharing them with other UX designers to exchange ideas/ concepts.
- Working closely with IT developers to ensure the correct implementation of UI designs, multiple product owners and BAs to understand the requirements.
- Provide design innovation using Microsoft Expression Suite.
- Producing simplified designs for complex user scenarios such as heavy data entry, input forms etc.
- Responsible to create corporate web sites, portals and large-scale web applications for Company Websites utilizing Dreamweaver, HTML, Flash and Photoshop.
- Performed validation of completed sites including the debugging and testing of code.
- Creation of graphics including icons and logos using Flash and Photoshop.
- Expertise in creation of Flash interactive presentation.
- Designing for Print Media.

**There4 Virtual Media Pvt. Ltd. | Pune**

UX UI Designer

Feb. 2006 – Jun. 2010

### **Responsibilities:**

- Created front-end architecture to meet international and client branding requirements. Led front-end performance engineering team to significantly improve speed and usability. Streamlined automated testing process. Decoupled HTML/CSS/JavaScript to achieve maintainable and scalable software application.
- Evaluated product and previous design efforts to propose new vision/strategy.
- Utilizing Dreamweaver, HTML, Flash and Photoshop.
- Creation of graphics including icons and logos using Flash and Photoshop.
- Designing intuitive UX solutions & solving problems for complex online systems.
- Developed and designed Flash interactive presentation.
- Write HTML, Tables, Frames and Graphics.
- Designing for Print Media.
- Involvement in design brainstorming & influencing design decisions.
- Performed validation of completed sites including the debugging and testing of code.
- Collaborating with the team members and senior management to maintain a continuous stream of information regarding the project status and progress.

### **Education/Certifications/Trainings**

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#### **Education:**

- 2013 – Bachelor of Business Administration (BBA), Pune University, Maharashtra

#### **Certifications:**



**Human-Computer Interaction (HCI)<sup>®</sup>, Interaction Design Foundation**



**Google UX Design<sup>®</sup>, Google**



**Google AI Essentials, Google**



**Create High-Fidelity Designs and Prototypes in Figma, Google**



**Build Dynamic User Interfaces (UI) for Websites, Google**



**Conduct UX Research and Test Early Concepts, Google**



**Build Wireframes and Low-Fidelity Prototypes, Google**



Start the UX Design Process: Empathize, Define, and Ideate, Google



Foundations of User Experience (UX) Design, Google



Using AI in the UX Design Process



Evil by Design: Persuasion in UX, LinkedIn



Agile user experience design and research, LinkedIn



UX Foundation : Usability Testing, LinkedIn



UX Research: Journey Mapping, LinkedIn



Master in UX and web design, Udemy



User Experience Design Fundamentals, Udemy