Vijay Pawase

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Certified Google UX Design® | Human-Computer Interaction (HCI) ®

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) ®,** 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

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

Self Employed | Pune
UI UX Consultant
Aug 2025 – Till date

Responsibilities:

- 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
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- 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

Education:

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

Certifications:

Human-Computer Interaction (HCI)®, Interaction Design Foundation

Google UX Design®, 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