

## UI/UX Designer | AI-Driven Design Specialist

[Portfolio Website](#)

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### SUMMARY

Innovative and results-driven UX/UI Designer with 3+ years of experience crafting user-centric, data-driven, and accessible digital experiences across Fintech, NFT Marketplaces, E-Commerce, Ed-Tech, Legal, and Fitness industries. Proven expertise in AI-powered UX, usability testing, design systems, and accessibility compliance (WCAG 2.2). Passionate about leveraging emerging technologies, data analytics, and behavioral insights to drive user engagement, business growth, and inclusive design. Adept at leading cross-functional teams to deliver impactful, scalable, and future-ready solutions.

### SKILLS

AI-Driven UX Design, Design Systems & Scalability, Accessibility & Inclusive Design (WCAG 2.2), User Research & Data-Driven Insights, Prototyping & Interaction Design, Usability Testing & Heuristic Evaluations, Cross-Platform Design (Web, Mobile, Voice UI), Wireframing, Competitive Research, UI/UX Design, Design System Design, A/B Testing, Usability Testing, Design Thinking

### TOOLS

Figma, Adobe XD, Sketch, Jira, Miro, Balsamiq, InVision, Framer AI, Notion

### EXPERIENCE

#### Product Designer (Freelance Contract)

Lexicon | June 2024 - Dec 2024

- Figma, Adobe XD, Sketch, Jira, Miro, Balsamiq, InVision, Framer AI, Notion
- Spearheaded a UX redesign for CRM and ERP systems in the ed-tech sector, achieving a 40% improvement in operational efficiency.
- Conducted user research and A/B testing for a Pune-based delivery app, reducing user drop-offs by 35%.
- Designed a unified design system for multiple Ed-Tech platforms, accelerating development timelines by 25%.
- Developed dashboard interfaces for educational institutions, enabling real-time tracking of student engagement metrics.

#### UX/UI Designer

Kellton | Apr 2021 - Apr 2023

- Redesigned Avanse Education Loans UX, reducing drop-off rates from 31% to 8% through iterative usability testing.
- Crafted an MVP for Antonyan Miranda LLP- California, a DIY Divorce Management Platform, simplifying complex legal workflows for end-users.
- Designed Humbl NFT Marketplace, optimizing transaction flows and enhancing user trust in NFT trading.
- Integrated design system in Trend Live (earlier- Blazing Cards) for live auction of Vintage Cards.
- Created accessibility-compliant UI for a US government portal, ensuring compliance with WCAG 2.2 standards.
- Collaborated closely with cross-functional teams, product managers, developers and stakeholders from overseas.
- Gathered requirements, conducted user research, created information architecture, user flow, site maps, designed wireframes, validated with users/stakeholders and documented for development.
- Conducted usability tests with Invision prototypes to validate designs.
- Designed a basic design system to be used and implemented within the team of designers for projects.

## UX/UI Designer

Dreampool Developers Pvt. Ltd. | 2020 - 2021

- Design lead for service startup which provides design and development for apps and websites.
- Gathered requirements, developed information architecture, designed wireframes, validated designs with users and stakeholders and documented designs for development.
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## UX/UI Designer (Freelance)

2020 - Present

- Designed interactive prototypes for startups in Fitness, and various Ed-Tech, driving user engagement and investor interest.
- Developed a UX audit framework, improving accessibility and engagement metrics across multiple platforms.
- Integrated AI-driven personalization into an Ed-Tech platform, increasing conversion rates by 45%.
- Conducted usability audits for a fitness coaching platform, increasing user retention by 25%.

## EDUCATION

### Post Graduate Diploma in UX Design

St. Lawrence College, Canada | 2023 - 2024

### PGDBA (Post Graduate Diploma in Business Administration)

Symbiosis, Pune | 2018 - 2020

### Bachelor of Commerce

Delhi University | 2014 - 2017

## CERTIFICATIONS

- User Experience (UX) Ultimate Guide – **Udemy**
- Gestalt Psychology and Web Design - **IDF**
- Human Computer Interaction (HCI) - **IDF**
- UX Foundations: Interaction Design - **LinkedIn**
- UX Design: Analyzing User Data – **LinkedIn**

## KEY PROJECTS & CONTRIBUTIONS

- **Healthcare App UX:**  
Created an accessible UI for a healthcare app, consolidating medical information, aggregating patient portals, and providing comprehensive health insights.
- **Blockchain UX:**  
Streamlined onboarding experiences for an NFT marketplace leading to an increase in 70% user onboarding.
- **AI Powered DIY Divorce Process:**  
Empowered the legal landscapes by harnessing the AI for streamlined divorce processes.