

Aneri- Sr. UI/UX Designer

Experience: 6.5+ Years

Education: BCA

Synopsis

- Over 6.5+ years of experience as a Senior UI/UX Designer, specialising in crafting user-centric designs for web and mobile applications.
- Proficient in industry-standard design tools such as Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator for delivering visually appealing and functional designs.
- Hands-on expertise in InVision and Miro for creating interactive prototypes, and wireframes, and conducting effective brainstorming and design sessions with stakeholders.
- Extensive experience in user research, personas, wireframing, prototyping, and user journey mapping to create seamless and intuitive user experiences.
- Strong ability to design responsive and adaptive UI that maintains consistency across different devices and screen sizes, ensuring high-quality user experiences.
- Skilled in conducting usability tests, analyzing feedback, and iterating designs to optimize product usability and enhance user satisfaction.
- Adept at working with cross-functional teams including developers, product managers, and marketing to translate business goals into user-friendly design solutions.
- Expertise in information architecture (IA) design, enabling clear and efficient user navigation, improving both engagement and user retention.
- Experience in designing dashboards, interactive elements, and complex workflows for diverse industries including healthcare, e-commerce, and content management systems.
- Strong focus on UI consistency, accessibility standards, and inclusive design to deliver products that cater to a wide range of users, including those with disabilities.
- Familiarity with Agile and Scrum methodologies, working in fast-paced environments to deliver high-quality design iterations within tight deadlines.
- Proven track record of improving user experience metrics such as engagement, time on site, and conversion rates through effective design strategies.

Technical Skills

Design Tools	Figma, Adobe UX, Adobe Photoshop, Adobe Illustrator
Prototyping Tools	Invision, Miro

Recent Projects

1. Project Name: BOTANOVA E-commerce Store

Role: Designer

Description: BOTANOVA is a clean, modern e-commerce platform offering high-quality skincare and wellness products with a focus on transparency, simplicity, and effectiveness. The platform delivers a seamless, distraction-free shopping experience aligned with the brand's philosophy: less is more.

Responsibilities:

- Designed reusable and editable UI components to ensure consistency and scalability across the website.
- Focused on clean, minimalistic UI/UX with an intuitive flow to enhance product discovery and checkout conversion rates.
- Developed interactive, high-fidelity prototypes to test user journeys and refine the shopping experience.
- Worked closely with the marketing and development teams to ensure a mobile-first, SEO-optimized, and performance-friendly final product.

Technologies: Figma

Duration: 2 Months

2. Project Name: Brainwave Digital Studio

Role: Designer

Description: Brainwave is a full-service digital studio offering Brand Design, UI/UX Design, Web Design, Web Development, Digital Marketing, and Mobile App solutions. Focused on delivering high-quality digital experiences, Brainwave creates interactive and visually compelling prototypes to help businesses build strong digital identities and drive growth across platforms.

Responsibilities:

- Designed Logo
- Designed clean, user-centric UI/UX interfaces with special attention to interaction design and seamless user flows.

- Built high-fidelity interactive prototypes to simulate real product behavior and enhance client presentations.
- Collaborated closely with cross-functional teams (developers, marketers, product managers) to ensure pixel-perfect execution from concept to launch.

Technologies: Figma, Adobe Creative Suite, Webflow

Duration: 4 Months and ongoing

3. Project Name: WeWill

Role: Designer

Description: WeWill is an AI-driven business automation platform focused on streamlining workflow management, document automation, and predictive analytics. It empowers enterprises in distribution, manufacturing, and logistics to simplify complex processes, make data-driven decisions, and enhance operational efficiency through modular, AI-powered tools.

Responsibilities:

- Designed reusable and editable components to ensure scalability and design consistency.
- Focused on clean, intuitive UI/UX inspired by Apple, Notion, and OpenAI principles to simplify complex AI tools and ensure fast user adoption.
- Worked on minimizing cognitive load for users by reducing data overload and presenting insights clearly.
- Integrated seamless workflows and AI-driven interactions into the interface.

Technologies: Figma

Duration: 1 Month

4. Project Name: HealthPulse

Role: Designer

Description: HealthPulse is a user-friendly web platform designed to remotely monitor individuals with chronic conditions like heart disease, COPD, asthma, diabetes, sleep apnea, and atrial fibrillation. It tracks vital health metrics such as heart rate, blood sugar, and oxygen levels in real time. The platform offers personalized dashboards, condition-specific support, and real-time alerts for patients, caregivers, and healthcare providers, ensuring timely interventions. HealthPulse prioritizes data security and helps individuals manage their health proactively, improving outcomes and quality of life.

Responsibilities:

- Design user interfaces for web and mobile applications in Figma, ensuring a seamless and engaging user experience.
- Work closely with developers, product managers, and stakeholders to ensure design consistency and alignment with project goals.
- Build interactive, detailed prototypes in Figma to show and test how users will navigate and interact with the design before it's implemented.

- Establish and manage reusable design components, styles, and guidelines in Figma to maintain consistency across the platform.

Technologies: Figma

Team Size: 3

Duration: 5 Months

5. **Project Name:** Design Agency Website

Role: Designer

Description: Design Agency has been at the forefront of creative design, delivering top-tier services worldwide. We have been at the forefront of creative design, delivering top-tier services worldwide. Their focus spans brand strategy, brand identity, visual design systems, graphic design for print, custom book & publication design, web design, and digital marketing. Exceptional thought and care define our process which has earned us a reputation for perfectionism and a distinctive design style.

Responsibilities:

- Competitive Analysis
- Create low-fidelity wireframes and high-fidelity prototypes that represent how the website will function and look, incorporating elements like live news feeds and modular design components.
- Regularly check the prototypes with users to identify pain points, gather feedback, and refine the design before final implementation.
- Close collaboration with front-end developers is essential to ensure the design can be implemented smoothly, especially when dealing with dynamic elements like real-time updates.

Technologies: Figma

Team Size: 5

Duration: 8 Months

6. **Project Name:** Design Dashboard for Pharma

Role: Designer

Description: Pharma, is a well-known company in the Healthcare industry. They wanted a Web Application with a feature chatbot where their targeted audience could bulk order medicine via using the chatbot Functionality or manually adding the quantity feature.

Responsibilities:

- Create a clean UI Design as per the Wireframe, shared using the brand guidelines shared by the client.
- Create high-fidelity prototypes that represent how the dashboard will function and look.

Technologies: Figma

Team Size: 2

Duration: 3 Months

7. Project Name: Investment Management Firm

Role: Designer

Description: Investment management business located in London. Their professional team advises and efficiently manages over US\$ 1 billion in Emerging and Global Markets. They have a reputation for successfully delivering tailored investment advice and management services to institutional and non-institutional clients. Also, they provide investment advisory, securities trading and brokerage, investment management and corporate finance services for our clients across Europe, Asia, the Middle East and Africa.

Responsibilities:

- Do Competitive Analysis, create Moodboard and create a wireframe.
- Design clean UI and give interaction.
- Create high-fidelity prototypes.

Technologies: Figma

Team Size: 5

Duration: 2 Months

8. Project Name: Shopify Ecommerce Pet Store

Role: Designer

Description: Pet store is an Australian-based store that designs and manufactures high-quality training gear, all developed on science-based training techniques and with the best welfare of our canine friends at heart. Their products are for dog trainers who want strong, great looking and long-lasting gear.

Responsibilities:

- Do Competitive Analysis, and create a wireframe.
- Design clean UI.
- Create high-fidelity prototypes.

Technologies: Figma

Team Size: 1

Duration: 3 Months

9. Project Name: Pi Health

Role: Designer

Description: Pi Health is an innovative AI-powered platform designed to revolutionize personal health management by offering real-time data connectivity. The platform intelligently gathers and analyzes

user health metrics to provide tailored health tips, ensuring users stay informed and proactive about their wellness. Through Pi Health, users can access a wide range of healthcare services, including consultations with cardiologists, fitness specialists, and other medical professionals. By seamlessly integrating AI technology, Pi Health not only supports continuous health monitoring but also fosters a connected ecosystem that promotes preventive care and an overall healthier lifestyle.

Responsibilities:

- Create visually appealing and functional UI designs using Figma and Adobe XD, ensuring a seamless and intuitive user experience across web and mobile applications.
- Develop wireframes, prototypes, and user flows in Figma to visualize the user journey, allowing stakeholders to interact with early design concepts and provide feedback.
- Utilize Adobe Photoshop and Illustrator to craft high-quality assets, including icons, illustrations, banners, and other visual elements, aligning with brand guidelines.
- Collaborate with front-end developers to ensure designs are accurately implemented, providing design specifications, assets, and prototypes through Figma.
- Conduct user research and usability testing to gather feedback, analyzing data to refine design elements and improve the overall user experience in Adobe XD and Figma.
- Maintain design consistency by developing and managing a cohesive design system and style guide in Figma, aligning all visual elements and interactions with the brand identity.

Technologies: Figma**Team Size:** 1**Duration:** 6 Months