Saurabh Mishra

UI/UX Designer ✷ 3 Years of Experience

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Portfolio: Click here to view

Professional Summary

Creative UX Designer with 3+ years of experience in crafting user-centered digital products. Skilled in **UX research**, **prototyping**, and **collaborative design**, delivering solutions that enhance user satisfaction and meet business goals.

Work Experience

UX/UI Designer | Appinventiv (Tech Services)

Feb 2022 - Present

Full Product Lifecycle: Drove user-centric solutions from discovery to post-launch, aligning with **business goals.**

User Research: Uncovered pain points, defined personas, and shaped product direction through interviews, surveys.

End-to-End Design: Design wireframes, **prototypes**, and high-fidelity designs, iterating to enhance user experience and engagement.

Usability Testing: Applied **A/B testing** and task analysis to optimise **user flows** and interactions.

Collaboration & Handoff: Facilitated smooth design handoff, detailed specs, QA support, and accurate implementation.

Post-Launch Optimisation: Improved engagement by **30-40%** through data-driven updates based on user behaviuor and KPIs.

Impactful Projects

KUDU (Food Industry)

Feb 2022 - July 2022

- Conducted user research, Wire framing, and prototyping for an intuitive user experience
- Created mobile app and website designs from scratch, aligning with Kudu's brand vision
- Engaged in one-on-one client interactions to ensure design goals were met
- Delivered a seamless, engaging interface, enhancing User satisfaction

ECCO (E-Commerce)

Dec 2022- Sep-2023

- Designed a user-friendly mobile shopping experience for ECCO's e-commerce app
- Conducted user research and created prototypes to streamline the purchasing journey
- Delivered a cohesive, brand-aligned interface, enhancing engagement and conversions

Shoona (Healthcare)

Sep 2023 - March 2024

- Designed Shoona's mobile app and website from the ground up.
- Collaborated with stakeholders to ensure alignment with the brand's Ayurvedic focus
- Conducted user research, wireframing, and prototyping for optimized user experience
- Created intuitive, user-friendly dashboards for both doctors and patients, enhancing usability and engagement

Product Designer | Dochome

May 2023 - Dec 2023

- Designed and delivered intuitive experiences and visually appealing interfaces for Dochome's digital platform.
- Focused on user-centric workflows that enhanced usability and aligned with business objectives.

UX Design Consultant | PRAM Edu (Product Company)

April 2024 - Nov 2024 || Freelance

UX Strategist for PRAM's Educational ERP, driving design for web and mobile aligned with startup goals. Conducted user research to create streamlined, user-centric solutions. Built scalable design systems, collaborating with cross-functional teams for seamless integration. Enhanced usability, boosting engagement and operational efficiency.

- Ensure the UX approach supports the company's vision while addressing user pain points and goals.
- Perform user research, competitive analysis, and market studies to gather insights that guide design decisions.
- Solved complex operational challenges with creative workflows, reducing task time by 25-40%.
- Work with product managers, designers, developers, and stakeholders to align design efforts with strategic goals.

Core UX Skills

User Research & Personas

Information Architecture & User Flows

Wireframing & Prototyping

High-Fidelity UI & Interaction Design

Usability Testing & Analysis

Responsive & Mobile-First Design

Design Systems & Microinteractions

Soft Skills

Strategic Thinking & Problem Solving

Storytelling & Collaboration

Technical Knowledge

Accessibility Standards (WCAG 2.2)

AI-Driven-UX Strategies (Fundamental)

Tools

Figma

Jira

Adobe Illustrator

Slack

Sketch

Miro

Adobe XD

Adobe Firefly

Trello

Mid Journey

Chatgpt

Basecamp

Certifications

Enterprise Design Thinking Practitioner from IBM!

How To Design for Accessibility: for UX Designers (WCAG 2.2)

Education

Bachelor of Technology (B.Tech- CSE)

ITS Engineering College Greater Noida | 2018-2022

Secondary Education

SRINC Sangipur Pratapgarh | 2016-2018

Higher Education

SKDIC Krishna NGR Jhingur | 2018-2022

Achievements and Awards

Award-Winning Work: Recognized for top-performing UI/UX in Mobile & web Application, boosting engagement.

Conducted a UX workshop for 50+ Audience

Conversion Boost: Increased conversion rates by **20%** with optimized user flows.

User Retention: Improved user retention by **30%** through better onboarding design.

Faster Handoffs: Cut design-to-dev handoff time by **20%** through improved collaboration.