

PROFESSIONAL SUMMARY

Senior UX Designer with 7+ years of experience delivering intuitive, user-centric solutions across industries. Committed to research-driven, timeless design that bridge user needs with business objectives. Proficient in leveraging Artificial Intelligence tools to enhance market research and accelerate design workflows. Mentored 200+ aspiring UX designers,

EXPERIENCE



Itc Infotech / UX Designer (Tech Lead)

July 2022 - Present

- **Anyline**(SaaS web-app): Revamped UX with 15+ screens, streamlining ID and meter scanning processes. Shortened result generation time by 30% and clicks required by 25% via optimized user flows, delivering a fully animated prototype with 100% client satisfaction.
- **ITC IndiVision**(Tobacco Procurement app): Led UX design with a lean approach for mobile app and web portal, automating tobacco procurement. Eliminated 100% manual paperwork and reduced procurement time from 4 days to 1 day, and boosted ITC's tobacco procurement capacity from 850MT to 2500MT, enhancing efficiency for field agents and buyers.
- **Ministry of Culture**(Saudi Government portal): Designed culturally relevant web and mobile experiences using Lean UX framework under Vision 2030. Improved user adoption with responsive, bilingual prototypes aligned with brand guidelines.
- **ITC Infotech**(Website): Led a 2-person team to revamp corporate website through user research, card sorting, interviews, and optimized information architecture, improving navigation & engagement with intuitive design & compelling storytelling techniques.
- **TechCOE**(IT): Created a DevOps automation platform, reducing project setup time by 33% for developers and managers via user-friendly interfaces.
- **ADGM**(BFSI): Created data-driven dashboards, visualizing KPIs and complex CRM data.
- **British American Tobacco**(CPG): Enhanced UX, aligning with brand & usability standards.



Tech Mahindra / UX Designer

November 2020 - June 2022

- **AzCOP**(Azure Cloud Orchestration and Provisioning): Accelerated Azure environment setup by 60% through intuitive, Lean UX-driven interfaces for a CAF-aligned orchestration platform. Streamlined self-service provisioning and governance for enterprise IT teams.
- **Ava Web App**(Tax-filing): Partnered with KPMG Canada on this web App; conducted usability testing on Canadian Users and implemented research insights to improve the UX.
- **Bet 365**(Gaming): Enhanced user engagement with a 16-screen mobile betting app featuring a dark theme, Glassmorphism and visually striking UI.



Coditas / UX Designer

October 2018 - September 2020

- **Citibank-Tavisca**(Travel): Led a 2-member team to redesign the Activity Booking module as part of a B2B2C travel platform tied to Citibank's credit card points redemption system. Collaborated with an 8-member cross-functional team working on other modules too like flights, hotels, and cabs. Delivered a cohesive design system across web and mobile, improving consistency and boosting user retention.
- **Basix**(CRM): Large-scale project, successfully transformed 1400 screens from Photoshop to Sketch by utilizing symbols and reusable components, ensuring consistency and efficiency throughout.
- Finished a 3-month **Probation** in 27 days with exceptional efficiency, earning a permanent role. Designed varied UIs and studied UX principles, laws, and design systems.

<div>EDUCATION</div>	<div> <div>Salesforce Certified UX Designer - 2025</div> <div> <div>NN/g Certification in User Experience with Specialty recognition in Interaction Design</div> <div>Neilsen Norman Group, 2021.</div> </div> <div> <div>B.Tech, Computer Science</div> <div>Rajasthan Technical University-2016.</div> </div> <div> <div>Mobile UX and Accessibility course completion.</div> <div>Interaction Design Foundation - 2018–2020</div> </div> <div> <div>Gamification: Motivation psychology & the art of Engagement</div> <div>Udemy - 2018–2020</div> </div> <div> <div>Advance UX design</div> <div>from Imaginxp, Pune-2018.</div> </div> <div> <div>Higher Secondary certificate, CBSE</div> <div>Bardsley, Jabalpur-2012.</div> </div> <div> <div>Secondary School certificate, CBSE</div> <div>Aditya Birla public school, Jodhpur-2010.</div> </div> </div>
<div>SKILLS</div>	<div> <div> <div>Research methods</div> <ul style="list-style-type: none"> User Interview Information Architecture User Research Competitive Analysis Heuristic Analysis Secondary Research Card Sorting Focus Groups A/B testing Diary Study </div> <div> <div>Design</div> <ul style="list-style-type: none"> Design System Storyboarding Wireframing Prototyping Case study Mockups Persona Responsive Accessibility (WCAG) </div> <div> <div>Tools</div> <ul style="list-style-type: none"> Figma Miro Adobe XD Sketch Whimsical Notion Power BI UX Tweak A.I. Spline(3d tool) </div> <div> <div>Processes</div> <ul style="list-style-type: none"> Design Thinking Double Diamond Agile framework Lean UX <div> <div>Soft Skills</div> <ul style="list-style-type: none"> Problem Solving Collaboration Strategic Thinking Adaptability Storytelling </div> </div> </div>
<div>AWARDS</div>	<div> <div> <div>Outstanding Performer of the Quarter - “The Collaborator”</div> <div>Anyline Project (Quarterly Award) - for my exceptional contributions, highlighting my consistent commitment & proactive approach.</div> </div> <div> <div>Pat on the Back Award</div> <div>“I’d like to recognize Aditya for his excellent contributions to the MoC UX Team. He has been managing multiple projects for the NCH portal and mobile app with great efficiency. Aditya’s attention to detail and commitment to excellence make him a valuable asset to the team. Keep up the great work, Aditya!”</div> </div> </div>
<div>PERSONAL PURSUITS</div>	<div> <div> <div>🏓 Table Tennis</div> <div> <div>(2007 - Present)</div> <ul style="list-style-type: none"> Secured a notable 4th position in the highly competitive open state tournament in Jodhpur. 1st runner-up position in district-level tournament as part of Aditya Birla Public school team. </div> </div> <div> <div>🧑‍🏫 Mentorship</div> <div> <div>(2021 - Present)</div> <div>Guided 200+ aspiring UX designers at Designerrrrs, Mycaptain and my Personal whatsapp group.</div> </div> </div> <div> <div>🎮 Gaming and Gamification</div> <div> <div>(2005 - Present)</div> <div>Mobile, playstation and computer games - Duolingo, elevate, clash of clans, clash royale etc</div> </div> </div> <div> <div>🎵 Muscial Instruments</div> <div> <div>(2014 - Present)</div> <div>Guitar, ukulele and harmonica.</div> </div> <div> <div>🏀 Basketball</div> <div> <div>(2008 - Present)</div> </div> </div> </div> </div>