

Apoorva Kshirsagar

Senior UI/UX Designer

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To check my **LIVE** projects, Lets connect.

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Dribbble dribbble.com/apoorva-kshirsagar

User Experience and User Interface Designer with over 8 years of experience crafting intuitive, engaging, and impactful digital experiences. Adept at leveraging a deep understanding of user behavior and design principles to create user-centric solutions that drive business goals. Proven track record in leading cross-functional teams, conducting user research, and translating insights into compelling designs across web and mobile platforms. Skilled in tools such as Sketch, Figma, Adobe XD, and InVision. Seeking a challenging role to further hone my skills and contribute to innovative projects that prioritize user satisfaction and business success.

Work Experiences

User Experience Designer

April - 2021 - Present

Paysafe Group, Hyderabad, Telangana

- Currently designing merchant & customer experience products at Paysafe. Collaborating with the PMs to brainstorm requirements, figure out the design solution, curated user stories, and build a sustainable design framework. Working on Research, wireframes, Designs, Prototypes, and helping dev teams to build the product.

Senior UI/UX Designer

April - 2016 - April - 2021

Temenos India Private Limited, Hyderabad, Telangana

- Promoted to Senior UI/UX Designer by focusing on user-centered design principles creating simple and intuitive user interfaces that contributed to a year 13% profit growth.
- Managing seven design projects such as Online banking, Consumer Lending, Retail Banking, Mortgage, New User Onboarding, and Small Business Banking across all the channels.
- Conducted UX research by interactively testing designs using high and low fidelity prototypes increased 50% of productivity.
- Exhibited UX designs and solutions to senior staff, evangelizing for user-centric design decisions, and accumulated their feedback and suggestions.
- Collaborated with the Development team to work on our product 'Visualizer' in which we develop/design (front end) of our apps, which reduced 30% of our design review efforts.

Tools

Figma ■■■■■■

Sketch Pro ■■■■■■

Adobe Creative Suite ■■■■■■

User testing ■■■■■■

Interaction Design ■■■■■■

**Project management
Scrum and agile
methodologies** ■■■■■■

Excellent work ethic ■■■■■■

Leadership ■■■■■■

Problem Solver ■■■■■■

User Research ■■■■■■

Work Experiences

Research Associate

Aug - 2015 - March - 2016

Indian Institute of Technology, Hyderabad, Telangana

- Perfected the design deliverables that elevated, differentiated, and functioned on-brand and on-strategy.
- Consulted with Design Head to identify design requirements for each project.
- Maintained consistent use of graphic imagery in Institute Signage Design and other display outreach.
- Maintained Visual design knowledge by attending various workshops, professional society gatherings, and meetings.

Associate Graphic Designer

Sep - 2014 - June - 2015

Eaton Technologies, Pune, Maharashtra

- Designed Instructional collaterals and promotional collaterals for employees and clients while focusing on quality deliverables on estimated time.
- Conceptualized and developed graphics products for Electrical, Industrial, and Power Management projects using Adobe Photoshop, Indesign, and Illustrator.
- Refined the creative designs for marketing packages, including print materials, brochures, banners, and signs.

Publications

Dec - 2020

Case study: Assessment of Psychosocial impact in times of COVID-19

Mental Health and COVID-19 pandemic is turning out to be a major stressor for most of humanity.

apoorvaksagar.medium.com

Sep - 2020

Grammarly - a UX Case Study

Grammarly is great to improve your grammar. Let's refine their product.

apoorvaksagar.medium.com

Education

August - 2015 - March - 2016

Research Associate: Visual Design

IIT Hyderabad - Hyderabad, Telangana

October - 2010 - March - 2013

Bachelor of Fine Arts: Communication Design

Chitrakala Mahavidyalay - Nagpur, Maharashtra

Accomplishments

- Designed Website Dashboard for Wacom Design Challenge Event 2020.
- Collaborated with a team of 30 in the development of Consumer Lending, Mortgage and New User Onboarding App.
- Documented and provided Design Guidelines for all the Banking projects, which led to guide through the development.
- Attended UX India Conference 2019.
- Participated in Design Hackathon at CA Technologies.

Awards and Recognitions

Aug - 2018

Spot Award

June - 2019

Individual excellence Award

Sep - 2020

Team Excellence Award