

# Sumit Sahdev

UX/UI DESIGNER  
PRODUCT DESIGNER  
UX RESEARCHER

Delhi, India



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## EDUCATION

### GLOBAL INSTITUTE OF TECHNOLOGY & MANAGEMENT

Maharshi Dayanand University

2015 – 2019

B-Tech. Computer Science

GPA : 72

### CONVENT OF GANGAN BHARTI SCHOOL

CBSE

2015

Completed coursework towards High School Diploma

GPA : 71

### CONVENT OF GANGAN BHARTI SCHOOL

CBSE

2013

Completed coursework towards Secondary Schooling

GPA : 5.6

## SKILLS

- User experience
- User interface
- App design
- Adaptive web design
- Product design
- Design system
- CSS
- AB testing
- User research
- User Behavior Analytics
- Accessibility Standards

## PROFILE

Seasoned UI/UX Designer with over 6 years of experience in crafting intuitive and user-centric digital solutions. Expert in aligning design strategies with business objectives, leading cross-functional teams, and delivering high-impact user experiences across web and mobile platforms. Proficient in the entire design lifecycle, from user research and wireframing to prototyping and usability testing. Committed to continuous learning and staying abreast of industry trends to drive innovation and excellence in design.

## EXPERIENCE

### UI/Ux Designer

Webmobil Technologies, Noida

July, 2024 – present

1. Redesigned the user interface for the company's flagship financial application, leading to a 20% reduction in user errors.
2. Implemented responsive design principles to ensure optimal user experience across various devices.
3. Conducted heuristic evaluations and usability testing to identify and address usability issues.
4. Worked closely with stakeholders to align design solutions with business goals and user needs.

- UI Design
- Responsive Design
- Usability Testing
- Stakeholder Engagement

### Job position

Intelmor Pvt. LTd., Hyderabad

Nov, 2022 - July, 2024

1. Led the end-to-end design of a new e-commerce platform, resulting in a 30% increase in conversion rates post-launch.
2. Conducted user research through surveys and interviews to identify user needs and inform design decisions.
3. Collaborated with developers to ensure accurate implementation of designs, maintaining design integrity throughout the development cycle.
4. Established and maintained a component-based design system, enhancing consistency and efficiency across projects.
5. Coordinated cross-functional teams, managing project timelines and deliverables to ensure timely completion.

- UI/UX Design
- User Research
- Design Systems
- Cross-Functional Collaboration
- Project Coordination

## EXPERTISE

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### Languages

- English – C2
- Hindi – native
- Punjabi - C1

### Technical

- Figma
- Sketch
- Adobe XD
- InVision
- Framer
- Flutter Flow
- Miro
- Adobe Photoshop
- Adobe Illustrator
- Microsoft Office

## PERSONALITY

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- Empathetic
- Detail-Oriented
- Innovative
- Resilient
- Meticulous
- Open-minded
- Goal-oriented
- Fast learning
- Team player

## INTERESTS

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- Design Ethics
- Continuous Learning
- Visual Storytelling
- Cultures diversity
- Community Engagement
- Art
- Travelling

## EXPERIENCE

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### Process Associate

IGT Solutions Pvt. Ltd., Gurgaon

Aug, 2021 - Nov, 2022

1. Worked as a backend team for United Airlines. Our job was to verify the COVID-19 documents as per the guidelines of the destination where passenger is travelling, along with it generate or modify the passenger's tickets. Participated in and contributed ideas in team meetings.

### Junior UI/Ux Designer

Autovity Websolutions, Delhi

Jan, 2020 - Jun, 2021

1. Redesigned the onboarding experience for a mobile application, resulting in a 25% increase in user retention.
2. Implemented A/B testing protocols to evaluate design variations, leading to data-driven improvements in user engagement.
3. Developed high-fidelity mockups and interactive prototypes using Adobe XD, streamlining the development process.
4. Participated in agile sprints, contributing to daily stand-up meetings and iterative design enhancements.

- User Retention Strategies
- A/B Testing
- High-Fidelity Prototyping
- Agile Methodologies

### UI/Ux Designer Intern

Autovity Websolutions, Delhi

Aug, 2019 - Jan, 2020

1. Conducted user interviews and usability testing, gathering insights that informed design decisions and improved user satisfaction by 15%.
2. Created wireframes and interactive prototypes using Figma, facilitating clear communication of design concepts to stakeholders.
3. Collaborated with cross-functional teams to align design solutions with business objectives and technical constraints.
4. Assisted in developing and maintaining a design system, ensuring consistency across various digital products.

- User Research
- Prototyping
- Cross-Functional Collaboration
- Design Systems

### Associate Sales Cons.

Paisabazaar.com, Gurgaon

Dec, 2018 - May, 2019

1. Coordinated document collection with customers for banks in the Post Application (Post App) team under the Personal Loan Department. Resolved issues to ensure seamless document processing for loan approval.

### Frontend Dev. Intern

Alicesoftware Pvt. Ltd., Delhi

Aug, 2018 - Nov, 2018

1. Collaborated with senior developers to implement responsive web interfaces using HTML, CSS, and JavaScript.
2. Assisted in integrating UI designs into functional components, enhancing user experience across web applications.
3. Gained practical experience in frontend development best practices and modern frameworks.