

Dev Shrimali

Senior UI/UX Designer

Ahmedabad, Gujarat, India

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SUMMARY

Senior UI/UX Designer with **7+ years of experience** leading end-to-end product design across web and mobile platforms. Adept at driving the full design process — from user interviews, empathy mapping, and persona development through wireframing, prototyping, and high-fidelity delivery. Experienced in leading both design and cross-functional teams, building scalable design systems, and collaborating with developers to ensure quality implementation. Deep domain expertise across **Fintech, Healthcare, SaaS, and E-commerce**.

PROFESSIONAL EXPERIENCE

Enlight Vision Technologies

Senior UI/UX Designer

Aug 2024 – Present

Ahmedabad, India

- Led end-to-end design of 3 full-scale products (bestRx Pharma Software dark mode UI, UIMS, Restaurant Management System) — owning the full lifecycle from user interviews and empathy mapping to high-fidelity delivery and developer handoff.
- Conducted user interviews, empathy mapping, and persona development to ground design decisions in validated user needs and real-world operational workflows.
- Led a cross-functional team of designers and developers, establishing interaction specs, component documentation, and handoff standards to reduce build ambiguity.
- Delivered additional products: Healthcare Appointment Bot, Clothing E-commerce Platform, and a Travel Booking App (hotel, train, and flight).

Konzept Solutions

Senior UI/UX Designer

Mar 2021 – Mar 2024

Ahmedabad, India

- Designed end-to-end UX and UI for a Load Compression and Apply App, a Job Finding App, and a Book E-commerce platform across responsive web and mobile.
- Mentored 3 junior trainee designers through structured design reviews, workflow standards, and hands-on UX research coaching.
- Facilitated user research, usability testing, and empathy mapping sessions to validate decisions and improve user flows across product verticals.
- Built and maintained a scalable Figma design system, standardizing UI patterns across product lines to accelerate delivery and ensure visual consistency.

VMG Software Solutions

Web and Graphic Designer

Oct 2020 – Feb 2021

Gandhinagar, India

- Designed responsive web interfaces and branding assets, collaborating with developers to ensure accurate implementation of visual and layout specifications.

Pixeltec Digital Wallpaper

Graphic Designer

Apr 2019 – Oct 2020

Ahmedabad, India

- Produced branded visual content, print designs, and digital deliverables, building a strong foundation in visual hierarchy, typography, and brand communication.

TECHNICAL SKILLS

Design and Research: UX Strategy, User Interviews, Empathy Mapping, Persona Design, User Research, Design Thinking, Interaction Design, Wireframing, Prototyping, Usability Testing, Design Systems, Information Architecture, Journey Mapping.

Tools: Figma, Adobe Creative Suite (XD, Illustrator, Photoshop, After Effects), Miro, Notion.

Development Knowledge: HTML5, CSS3/SCSS, JavaScript (Collaboration and Handoff proficiency).

KEY PROJECTS

bestRx – Pharma Management Software: Enhanced UI of bestRx, a top 25 US Pharma Software, by redesigning the existing interface with a full dark mode experience — improving visual comfort, accessibility, and modern aesthetic standards for pharmacy workflows.

Universal Inventory Management System (UIMS): B2B SaaS product designed from scratch with data-heavy interfaces for inventory tracking, reporting, and role-based access management.

Restaurant Management System: Full-suite platform with dedicated interfaces for waiters, delivery staff, kitchen, and managers covering orders, inventory, tax, and online ordering.

Load Compression and Apply App: Simplified a complex logistics workflow into a clear, step-by-step mobile interface for field operators.

Job Finding App: UX research and UI design for a mobile job discovery platform focused on personalized matching and seamless application flows.

Book E-commerce Platform: Responsive web shopping experience with optimized product discovery, filtering, and a conversion-focused checkout journey.

Additional Projects: Healthcare Appointment Bot; Clothing E-commerce Platform; Travel Booking App (hotel, train, and flight).

EDUCATION

Ganpat University – U.V. Patel College of Engineering <i>Bachelor of Technology (B.Tech), Computer Science</i>	2016 – 2018 <i>Mehsana, Gujarat</i>
Tolani Foundation, Gandhidham Polytechnic <i>Diploma in Computer Science</i>	2011 – 2015 <i>Gujarat</i>

CERTIFICATIONS

Google UX Design Professional Certificate
UX Research Fundamentals – Interaction Design Foundation
Accessibility for UX Designers WCAG – Interaction Design Foundation
Design Systems for Product Designers – Interaction Design Foundation
UI and UX Assessment – LearnTube.ai