

Dev Shrimali

Senior UI/UX Designer

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SUMMARY

Senior UI/UX Designer with **6.5+ years of experience** crafting intuitive, user-centered digital products across web and mobile platforms. I blend design strategy, research insights, interaction design, and visual systems to solve complex problems. Experienced in partnering with developers and stakeholders to ensure cohesive execution from research to high-fidelity prototypes. Domain expertise includes **Fintech, Healthcare, SaaS, and E-commerce**.

PROFESSIONAL EXPERIENCE

Enlight Vision Technologies <i>Senior UI/UX Designer</i>	Aug 2024 – Present <i>Ahmedabad, India</i>
<ul style="list-style-type: none">– Lead design strategy and execution for client and internal digital products, ensuring alignment with business goals.– Collaborate directly with product and development teams to align UX decisions with technical feasibility (HTML/CSS/JS constraints).– Spearhead prototype development and interaction specs to streamline build cycles and developer handoff.	
Konzept Solutions <i>UI/UX Designer</i>	Mar 2021 – Mar 2024 <i>Ahmedabad, India</i>
<ul style="list-style-type: none">– Guided UX and UI workflows for responsive web and mobile experiences across diverse industry verticals.– Conducted user research, usability testing, and iterative design processes to validate decisions.– Developed reusable design components and design systems to maintain consistency across products.	
VMG Software Solutions <i>Web & Graphic Designer</i>	Oct 2020 – Feb 2021 <i>Gandhinagar, India</i>
<ul style="list-style-type: none">– Delivered visual solutions spanning web interfaces, graphic design, and branding assets.	
Pixeltec Digital Wallpaper <i>Graphic Designer</i>	Apr 2019 – Oct 2020 <i>Ahmedabad, India</i>
<ul style="list-style-type: none">– Produced branded visuals, custom wallpapers, and print design deliverables.	

TECHNICAL SKILLS

Design & Research: User Research, Design Thinking, Interaction Design, Wireframing, Prototyping, Usability Testing, Design Systems, Information Architecture, UX Strategy.
Tools: Figma, Adobe Creative Suite (XD, Illustrator, Photoshop, After Effects), Miro, Notion, ProtoPie, Framer, FlutterFlow, Webflow.
Development: HTML5, CSS3/SCSS, JavaScript (Collaboration & Handoff proficiency).

KEY PROJECTS

Fintech UX Research Mobile App: Conducted UX research and interface design to simplify complex financial workflows.
Fintech Crypto Mobile App UI Kit: Created a comprehensive visual system and UI components for crypto trading platforms.
Healthcare Medical App: Designed mobile experience focusing on care-centered navigation and accessibility.
E-commerce Web Design: UI design focused on conversion optimization and product discovery for furniture retail.

VR Gaming UI Concept: Developed interaction designs for immersive gaming experiences.

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 & UX Assessment (LearnTube.ai)