

Dev Shrimali

Senior UI/UX Designer

Ahmedabad, Gujarat, India

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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

Senior UI/UX Designer

Aug 2024 – Present

Ahmedabad, India

- 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

UI/UX Designer

Mar 2021 – Mar 2024

Ahmedabad, India

- 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

Web & Graphic Designer

Oct 2020 – Feb 2021

Gandhinagar, India

- Delivered visual solutions spanning web interfaces, graphic design, and branding assets.

Pixeltec Digital Wallpaper

Graphic Designer

Apr 2019 – Oct 2020

Ahmedabad, India

- 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)

Bachelor of Technology (B.Tech), Computer Science

2016 – 2018

Mehsana, Gujarat

Tolani Foundation, Gandhidham Polytechnic

Diploma in Computer Science

2011 – 2015

Gujarat

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)