



PRODUCT/UI-UX DESIGNER

UI/UX · BRAND IDENTITY · VISUAL
DESIGN

ABOUT ME.

A Product Designer simplifying complex designs to make the user experience better

[Portfolio](#)

[LinkedIn](#)

+91 6265208655

workwithapoorv23@gmail.com

EDUCATION & CERTIFICATE

Google – UX Design Certificate Mar 2024 - Oct 2024
| Online

Hemchand University – Bachelor's Degree in Science
Dec 2023 | Bhilai, CG

WORK EXPERIENCE.

Blockchain Innovation - UI & UX Designer, Nov 2024 - Dec 2025 | Raipur, India

- Designed and deployed 2+ complete interactive SaaS and E-Commerce products using Figma, Miro and AI tools in collaboration with cross-functional teams over 4 months, improving the user experience and increasing the user KPIs by 20%
- Designed and improved 60+ screens of core SaaS modules, delivering across dashboards and workflows to improve usability and visual consistency.
- Worked closely with developers across 3-4 feedback cycles, improving design handoff and reducing UI rework by ~20-25%.

The Vanilla Theory - Creative Designer, Aug 2023 - Aug 2024 | Pune, India

- Created 10 to 15 social media creatives and digital campaigns per month for multiple brands.
- Produced brand-aligned visuals that improved visual consistency across marketing assets and client deliverables.
- Managed fast-paced design execution, consistently delivering assets within 24-48 hour timelines.

SKILLS

- Wireframes and Prototypes
- Typography and Color Theory
- UI/UX Design, User Research, Usability Testing, User Feedback
- Design System and User Flow
- Brand Identity and Visual Design
- Attention to detail, communication
- Knowledge in HTML and CSS

TOOLS

- Figma, Illustrator, Framer, Canva, Adobe Creative, Miro, AI tools

INTERESTS.

- Photography, Hiking, Music