

# Shubham Semwal

+91-9582405402 | [Shubham.semwal292000@gmail.com](mailto:Shubham.semwal292000@gmail.com) | [linkedin.com/in/Shubham](https://www.linkedin.com/in/Shubham) | [Portfolio/Shubham Semwal](#)

## SUMMARY

UX Designer with 3+ years of experience across SaaS and enterprise products. Currently at SiteRecon, simplifying complex workflows through scalable design systems and intuitive interactions. Skilled in Enterprise UX, UX strategy, Interaction design, Interface design and Cross-functional teams with a focus on measurable usability improvements.

## EXPERIENCE

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|
| <b>UX Designer</b><br><i>Siterecon</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | April 2025 – Present<br><i>Noida, India</i>             |
| <ul style="list-style-type: none"><li>Led end-to-end user-centered design of a web-based Landscaping measurement tool, translating complex business logic into intuitive workflows and increasing user satisfaction by 27%</li><li>Collaborated cross-functionally with product, engineering and QA in an agile environment to define product strategy, contributing to a 22% reduction in time-to-market for new product modules.</li><li>Developed and maintained the design system (UI components, style guidelines, interaction patterns) for the platform, raising UI reuse rate from 40% to 70% in 9 months.</li><li>Validate assumptions and iterate prototypes; elimination of three major user pain-points improved task-completion rate by 34%.</li><li>Interaction design standards across stakeholder groups, leading design reviews and workshops that improved cross-team alignment and sped up hand-off by 18%.</li></ul> |                                                         |
| <b>Senior UX Designer</b><br><i>Tailnode Technologies</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | September 2024 – April 2025<br><i>Gurugram, India</i>   |
| <ul style="list-style-type: none"><li>Owned the visual design and prototyping (using Figma) of a SaaS analytics product for logistics clients, increasing netpromoter score (NPS) from 42 to 57 within six months of redesign.</li><li>Partnered with product managers and engineers to define the information architecture and interaction design for dashboards, reducing user error rate by 25%.</li><li>Created a new design system for DigiDash, unifying UI components and interaction patterns across the product, which improved design consistency and reduced design-to-development turnaround time by 35%.</li></ul>                                                                                                                                                                                                                                                                                                          |                                                         |
| <b>Product Designer</b><br><i>Zimyo</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | October 2023 – September 2024<br><i>Gurugram, India</i> |
| <ul style="list-style-type: none"><li>Designed enterprise-level HR and payroll applications using best practices in usability, interaction design, and user experience, delivering high-fidelity mockups and detailed design specs that improved visual and functional consistency.</li><li>Collaborated with engineering and QA to reduce post-launch defects by 20% and introduced a rapid-prototyping framework that enabled faster iterations and validated features with the CTO two weeks earlier than before.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                           |                                                         |
| <b>UI/UX Designer</b><br><i>Oyelabs</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | July 2022 – September 2023<br><i>Remote</i>             |
| <ul style="list-style-type: none"><li>Designed mobile and web interfaces for a fintech startup, applying user-centred design and usability principles in a fast-paced startup environment.</li><li>Collaborated with product and development teams to integrate user insights into the feature roadmap and supported agile ceremonies to align design, development and business goals.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                         |

## PROJECTS

### Order Capacity Management System | SiteRecon Product Designer | 4 months

Redesigned order delivery system with transparent queue visualization and flexible delivery options. Reduced missed deadlines by 40% and complaints by 50-60% while generating 15% revenue increase through new express delivery feature. Created timeline/table views, multi-queue automation, and order prioritization controls used by landscaping professionals and property managers.

### AI Voice Agent - AI Field Documentation Feature | SiteRecon Product Designer | 2 months

Designed an AI-powered mobile app enabling landscapers to complete property audits through voice, photos, and video. Created intuitive recording workflows with intelligent question auto-filling, reducing documentation time by 85% while ensuring mandatory compliance requirements are met.

## CORE SKILLS

User Research, UX Strategy, Information Architecture, Usability Testing, User Journey Mapping, Interaction Design, Accessibility, Wireframing, Design Thinking, Agile Collaboration, Visual Design, Design Systems, Prototyping (Figma, Framer), Responsive Design, Micro-interactions, High-Fidelity Mockups, Typography, Component Libraries, Style Guides, UI Documentation

## Education

Undergraduate | GGSIPU BBA | 2019-2022

10<sup>th</sup>-12<sup>th</sup> | CBSE | 2016-2018