

Rutuja Yawale

UI/UX Designer

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Professional summary

Product-focused UI/UX Designer with 1 year of hands-on UX experience complemented by 8 years in architecture, bringing a deep understanding of structure, design thinking, and systems planning, blending user research, UX strategy, and data-informed decision-making. Skilled in IA, prototyping, visual design, and design systems. Leverages AI tools for faster ideation, concept exploration, and workflow automation. Delivers simple, business-aligned interfaces with measurable UX improvements.

Portfolio Highlights

- Erangoli(ecommerce) - Designed end-to-end responsive UX for a handcrafted e-commerce platform, improving product discovery, trust signals, and checkout flow to enhance user engagement and conversions.
Designed vendor and admin modules to enable artisan onboarding, product management, order tracking, and platform operations.
- Multiversity (AI-Powered Course Generation Platform): Designed UX for an AI-driven platform that enables rapid course creation, focusing on clarity, usability, and educator workflows.
- Edudibon (ERP Web/Mobile): Improved academic workflow efficiency through research-driven redesign.
- LynkT (LMS + Jobs + Collaboration Platform): Designed information architecture, streamlined navigation, and built a unified design system for multi-module educator workflows. Delivered design systems improving team delivery speed.
- Zenith (Mental Health App): Redesigned onboarding → 20% retention boost.
- Spinvest (FinTech– Auction & Fractional Investing): Improved usability by 15%, reduced task time by 20%.
- Easyvents (Event App): End-to-end mobile UX with scalable design system.



Design Tools

- Figma
- FigJam
- Adobe XD
- Illustrator
- Canva

AI Tools

- Figma AI
- ChatGPT
- Stitch
- Galileo AI
- Midjourney
- Stable Diffusion
- Perplexity
- Pixverse
- Loveart
- Gemini
- Hailuo ai

Languages

- English
- Hindi
- Marathe



Core Skills

UI / UX Skills

User Research · UX Strategy · UX Audits · Persona Creation · UX Writing · Information Architecture (IA) · Wireframing · Prototyping · Interaction Design (IxD) · Visual/UI Design · Responsive Design · Task Flows · Journey Mapping · User Needs Analysis · Design Systems · Design System Components · Accessibility (WCAG) · Usability Testing · A/B Testing · Competitive Analysis · Rapid Experimentation

Product & Business Skills

Product Discovery · Requirement Gathering · Problem Framing · Feature Prioritization · MVP Planning · Stakeholder Management · Sprint Planning Support · Roadmapping · Product Vision Alignment · Cross-Functional Collaboration



Work Experience

Associate UI/UX Engineer

Nov 25 - Present

[Wingherry Technologies Pvt Lmt](#)

- Led end-to-end UX for a handcrafted products marketplace with a focus on trust-building and conversion optimization
- Designed responsive web experiences to improve accessibility across devices
- Enhanced product discovery through improved category navigation and smart filters for artisan-made products
- Simplified checkout flows to reduce friction and support smoother purchase journeys

UI/UX Designer

Mar 25 - Sep 25

[Yahweh software solutions](#)

- Improved ERP and LMS workflows with research-driven IA + simplified flows.
- Designed mobile and web experiences with reusable design systems.
- Created brand identity and mascot design to strengthen product personality and emotional user connection.
- Delivered high-fidelity prototypes and collaborated closely with dev teams.

UI/UX Designer

[Eazybtys](#)

Feb 25 - Mar 25

- Designed complete event experience product: flows, prototypes, UI library.
- Conducted user interviews + usability tests to optimize engagement.



Education

Google UX Design
(Certification)

2023

Master of Architecture
(Computer Applications)

2021

[Savitribai Phule Pune University](#)

Bachelor of Architecture
(Design)

2015

[Rashtrasant Tukadoji Maharaj Nagpur University.](#)



Other Strength

- Public Speaking
- Quick Learner
- Self Motivated
- Growth Oriented
- Empathizing