

# UJJWAL RANA

UI UX Designer

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## Summary

UI/UX Designer with 2.5 years of experience designing user-focused and scalable digital products. Passionate about problem-solving, user flows, and interaction design. I enjoy turning complex ideas into clear, usable interfaces through research-driven and thoughtful design decisions.

## Experience

Accenture

Gurgaon, India

Ux Designer

08/2023 - Present

- Designed and refined user flows, wireframes, and interaction patterns for complex, workflow-based digital products.
- Collaborated with product managers, developers, and stakeholders to translate requirements into intuitive and feasible design solutions.
- Created low, mid, and high-fidelity designs using Figma, ensuring consistency and usability across screens.
- Iterated designs based on feedback, constraints, and design reviews, maintaining clarity and scalability.
- Ensured designs aligned with user needs, business goals, and technical feasibility.

## Projects

Scalable Product Troubleshooting Workflows (Confidential Client)

11/2023 - Present

Designed guided troubleshooting and support workflows for a large-scale consumer technology product, enabling users to diagnose and resolve product issues efficiently. Focused on simplifying complex problem scenarios into clear, scalable, and user-friendly experiences.

- Designed a guided troubleshooting workflow for device exchange scenarios, enabling support agents to validate user details in real time and provide instant discount-based resolutions during live calls, resulting in an estimated annual business impact of ~\$65K.
- Designed a self-service verification workflow that enabled users to check business verification status, identify issues, and resolve them independently, reducing agent call volume and saving approximately 60,000 agent sessions per month.
- Designed an end-to-end troubleshooting experience for a large-scale e-commerce support platform, enabling lower-tier agents to resolve returns, replacements, and order-related queries through structured guided flows, while escalating only complex cases to higher tiers—resulting in reduced bottlenecks, faster resolutions, and an estimated 20–25 hours of time saved per higher-tier agent each week.

## Education

ABES Engineering College

2019 - 2023

Bachelors in Electronics and Communication | GPA: 7.8 / 10

Little Flowers Public School

2017 - 2019

12th | GPA: 92 / 100

Little Flowers International School

2017

10th | GPA: 9.8 / 10

## Skills

User Experience (UX) Design • User Interface (UI) Design • User-Centered Design • Interaction Design • Problem Solving • Design Thinking • Wireframing • Information Architecture • User Flow Design • Prototyping • Iterative Design • Feedback Incorporation • Requirement Analysis • Figma • Interactive Prototyping • Design Systems • Component Libraries • Figjam

## Certifications

UI/UX Design Bootcamp - Completed an intensive UI/UX design bootcamp covering end-to-end UX process, including user flows, wireframing, prototyping, and usability principles.

## Interests

 Playing football

 Playing video games

 AI Generated Content creation