

# SAURABH NIMJE

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## UI/UX DESIGNER

Strategic MBA-trained UI/UX Designer with 3+ years of expertise in design and integrated marketing. Proven track record of driving digital product growth through innovative design and data-driven marketing strategies, increasing app downloads to 2000+ and product efficiency by 12%. Combines creative problem-solving with strategic business insights to deliver compelling digital experiences that enhance user engagement and drive measurable business results.

## CORE SKILLS & TRANSFERABLE COMPETENCIES

Research | Wireframing | Information Architecture | User Flow | Visual Design | Brand Strategy | Content Strategy | Digital Marketing | Critical Thinking | Collaboration | Problem Solving | Creativity

## ACCOMPLISHMENTS

- Designed a system for customer service leading to increase in efficiency and communication by 12%.
- Designed an App that is downloaded 2000+ times on App Store and Play Store.
- Created and presented a design proposal, which led to signing of the first client for the company.

## RELEVANT EXPERIENCE

**UI/UX & GRAPHIC DESIGN CONSULTANT** | Brew Studios, (Remote) Mumbai, India.

10/2022 - 08/2023

- Worked with the client to design user flow, high-fidelity designs and prototype for an AI driven Business Intelligence software platform.
- Designed and researched data visualization methods for Business Intelligence platform.
- Responsible for creating brand standards and implementing consistent brand positioning and execution in look and feel for variety of clients.
- Designed marketing collateral, campaign creative and website thumbnails for the client.
- Conducted client consultations to understand design requirements and deliver design solutions.

**UI/UX DESIGNER** | Eurosyst Informatics GmbH., (Remote) Mumbai, India.

06/2022 - 06/2023

**DE Companino:** A shared travel App for Android & iOS for European Union

- Designed information architecture, user flows and responsive designs with the ease to switch between different levels of users.
- Presented design solutions to clients outlining how all design decisions are meeting the KPIs.
- Worked in tandem with project manager and developers to design feasible solutions for the App within the project timeline.
- Worked with clients defining the scope of the project and define objectives.

**DirtyHash.com**

- Designed an open-source service to screen and track suspicious wallets, domain addresses and NFTs to identify frauds/ scams and share them with the community.
- Created brand identity and design assets.

**UI/UX DESIGNER & BRAND STRATEGIST** | Vpledge Delivery Services, Mumbai, India.

09/2021 - 05/2022

- Joined the team to scope product requirements, define visual requirements and re-designed the app that got 2000+ downloads.
- Utilized user research to scope product requirements and translate into design ideations.
- Collaborated with the team's developers to implement UI elements preserving Visual Identity of the App.
- Collaborated with stakeholders to make strategic decisions on payment gateway and GPS navigation integration resulting in 15% reduction of operating cost.
- Created content and oversaw marketing campaigns across various platforms, resulting in 45% increase in engagement.

**UI/UX DESIGN CONSULTANT** | PixelVision, Mumbai, India.

10/2021 - 12/2021

- Contributed to the development user experience and interfaces for Drone Mapping and photo documentation data across the asset lifecycle to be used in construction, agriculture, mining and oil & gas refineries.
- Created 6+ data visualization assets and maps for the platform.

**FREELANCE INDUSTRIAL DESIGNER** | Upwork, Fiver

09/2020 - 08/2021

- Understood client's brief and proposed various design concepts with the help of hand sketches, photoshop renderings.
- Performed research on products to implement into design concepts and suggest improvements.
- Used computer-aided design (CAD) software to create three-dimensional design mockups.

## EDUCATION & PROFESSIONAL DEVELOPMENT

**MBA** | University Canada West, Vancouver, BC

07/2023 - 12/2024

**MSc. DESIGN** | Istituto d'Arte Applicata e Design, Turin, Italy

10/2018 - 03/2020

## CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

**CERTIFIED DIGITAL MARKETING ASSOCIATE** | Digital Marketing Institute

Credential ID: CA-UCW252971

**DESIGN THINKING: UNDERSTANDING THE PROCESS** | LinkedIn Learning

**UX DEEP DIVE: USABILITY TESTING** | LinkedIn Learning

**INTERACTION DESIGN: INTERFACE** | LinkedIn Learning

**MASTER OF DIGITAL PRODUCT DESIGN: UX RESEARCH & UI DESIGN** | Udemy.com

## TECHNOLOGY

Adobe Suite | Figma | FigJam | WIX | WordPress | Office365 | Jira | Slack | Zoho | Trello | Notion | Asana