

Samiksha Gharote

Experienced UX designer with 3+ years of experience in creating user-centric designs for mobile and web applications. Previously led the design initiatives for a startup and recently obtained an MSc in Design Innovation Management (Dec 2022).

EXPERIENCE

UX/UI Designer

Nov 2021 – Feb 2022

WeSee2i, London, UK

A social learning and skill-building app for university students and recent graduates.

- Redesigned the iOS app, resolving user flow issues, enhancing the visual design, resulting in improved usability of the app.
- Designed 5 new features, delivered high-fidelity mockups for 90+ screens and interactive prototypes in Marvel within a 3-month period to showcase the app's potential to interested professionals.

UX/UI Designer

July 2018 – April 2021

AppKrafting, Bangalore, India

A startup with a pet food delivery and bookings platform called *Tail it Easy*.

- Led end-to-end UX design process for Android, iOS, and web platforms, creating multiple iterations and features in a fast-paced environment.
- Performed user research, analysed the feedback gathered from 100+ users through customer research surveys and interviews, enabling the informed development of 3 new features and an increase in customer satisfaction.
- Conducted usability testing to evaluate the user journey and analysed customer data in Google Analytics for Firebase to uncover issues, resulting in a decrease in cart abandonment rate by 32% after implementing the UI modifications
- Managed a design intern and streamlined the developer hand-off process by implementing a design guide, achieving better UI consistency and a 15% post-launch conversion improvement.
- Facilitated UX workshops with cross-functional teams, presented design concepts to stakeholders, and ensured alignment with business and user needs.

UX/UI Designer (Freelance)

Oct 2019 – Dec 2019

WIRIN (Wipro IISc Innovation Network), Bangalore, India

- Designed an Android tablet application to operate a concept autonomous vehicle simulator-emulator. Created a dashboard to display the vehicle parameters and settings in real-time from wireframing to mock-ups and final delivery.

Intern at Studio XYZ, Chennai, India

Jan 2017 – Jun 2017

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EDUCATION

Loughborough University London

MSc Design Innovation Management

Graduation date : Dec 2022

Relevant coursework: Design Thinking, Design Research, Service Design Strategy, Innovation Management

Dissertation: Research into the UX of women with smart assistant technologies to identify and address biases for the ethical design of AI.

Awards: Loughborough University - London Scholarship, Personal Best Award

RV College of Engineering

Bachelor's Degree in Architecture

Graduation date : Aug 2017

SKILLS

Interaction Design, Visual Design, Wireframing, Prototyping, User Research, Heuristic Evaluation, Diary studies, Contextual Inquiry, Usability testing, A/B testing, Information Architecture, Sketching, User Flows, Design Systems

Tools – Miro, Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Invision, MarvelApp, ProtoPie, Airtable, Zeplin, JIRA.

CERTIFICATIONS AND COURSES

Product Management Certification

Duke Corporate Education

2021–2022

Agile User Experience Design & Research

LinkedIn Learning

2023

Designing with the WCAG 2.2 Guidelines

LinkedIn Learning

2023

UX Research & Strategy

intouxdesign

2022

UI/UX design course

Design Boat School, Bangalore

2018