Reshma Ganage

UI/UX Designer | User Experience Designer

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Portfolio: https://drive.google.com/drivefolders/1SVUGcopTpM0qGGwGRJB31KmVnZHyAGnx
Behance: https://www.behance.net/uxreshma

PROFESSIONAL SUMMARY

- UX Designer with **2+ years** of experience in **user-centered design**, **interaction design**, **Web3**, **DeFi**, **ERP platforms**, and **mobile applications (iOS and Android).**
- Transforms complex, multi-step workflows into intuitive, accessible interfaces using **Design Thinking**, I**nformation Architecture**, and **Agile methodologies**, reducing friction, improving task completion rates, and driving measurable product outcomes.
- Cross-functional collaborator experienced in partnering with product managers, business teams, stakeholders, and technical leads, while proficient in **design systems**, **usability testing**, **A/B testing**, **heuristic evaluation**, **WCAG 2.1 accessibility**, and **Figma Dev Mode developer handoff.**

SKILLS & EXPERTISE

- **UX Strategy & Research:** Design Thinking, User-Centered Design (UCD), Persona Development, Information Architecture, Customer Journey Mapping, User Research (Qualitative/Quantitative), Competitive Analysis, Usability Testing, Heuristic Evaluation, Accessibility Audits (WCAG 2.1), A/B Testing.
- **Design & Prototyping:** Interaction Design, User Flows, Wireframing (Lo-fi/Hi-fi), Prototyping, Mobile-First Design, Responsive Design, Design Systems Architecture, Component Libraries, Design Tokens.
- **Product & Collaboration:** Cross-functional Collaboration, Stakeholder Management, Agile/Scrum Methodologies, Design Handoff (Figma Dev Mode), Product Strategy, Technical Documentation.
- **Tools & Technology:** Figma (Expert), Sketch, InVision, Miro, Balsamiq, Framer, Notion, Jira.
- **AI Integration:** AI-Powered Design Workflows (Figma AI, Gemini, ChatGPT, Claude).

PROFESSIONAL EXPERIENCE

UI/UX Designer

Intelisync.io | February 2026 – Present | Remote

- Led end-to-end UX design across **Web3**, **DeFi**, **consumer mobile**, and **enterprise logistics domains**, owning the full design lifecycle from discovery and user research through to production-ready developer handoff
- Drove UX research activities, including **stakeholder interviews**, **journey mapping**, and **usability testing**, to simplify complex workflows and translate business requirements into intuitive user experiences
- Designed end-to-end user flows, wireframes, and high-fidelity prototypes in Figma for enterprise and consumer products, ensuring design consistency across multiple product experiences.
- Collaborated closely with product managers, developers, and business stakeholders in **Agile/Scrum** environments, participating in sprint planning, design critiques, and cross-functional reviews to deliver pixel-precise, production-ready solutions
- Created **reusable UI component libraries**, **comprehensive design systems**, and **standardized style guides** in Figma, improving consistency, usability, and design efficiency across products

UI/UX Designer

Freelance UX Designer - Kalpx | December 2025 – January 2026 | Remote

- Led end-to-end UX design and product strategy across a **D2C marketplace mobile application** and **web platform** within the spiritual tech and religious commerce domain
- Spearheaded full product design lifecycle: **market analysis**, **competitive benchmarking**, **user research**, **persona development**, **empathy mapping**, **information architecture**, and task flows for a D2C marketplace mobile app
- Conducted moderated **usability testing** and contextual **user interviews**, translating research insights into user-centered interaction design patterns and intuitive navigation structures
- Designed **responsive**, **mobile-first UI** across core flows, onboarding, product discovery, search and filter, cart, and checkout, applying visual hierarchy and component-level design thinking to deliver a conversion-optimized interface
- Executed a comprehensive **UX audit** and **heuristic evaluation** of the existing web platform, identifying 15+ friction points and reducing click depth by **30%**, improving task completion rate by **25%**

UI/UX Designer

EPPS Info Tech| February 2025 – December 2025 | Pune, Maharashtra

- Led end-to-end UX design for enterprise **ERP platforms**, **SAAS,** and **web-based applications** across **HR, payroll,** and **document management domains** in Agile environments
- Designed and optimized UI/UX for enterprise ERP modules (HR & Payroll) applying **UCD** and **interaction design** principles to streamline complex workflows and boost user efficiency
- Led UX design for a web-based document management system, improving upload flows, encryption UX, and access control interactions, resulting in a **25%** increase in document processing efficiency
- Created **lo-fi** and **hi-fi wireframes**, **user flows,** and **interactive Figma prototypes,** translating complex business requirements into intuitive, accessible interface designs
- Conducted moderated usability testing and heuristic evaluations, identifying friction points and implementing feedback to reduce drop-off rates and improve user satisfaction
- Built and maintained a scalable **design system** and component library, ensuring **visual consistency and WCAG 2.1,** and accelerating development cycles across enterprise desktop applications
- Collaborated with developers and product managers in **Agile/Scrum sprints**, contributing to iterative, user-focused delivery through design critiques and cross-functional reviews
- Used **Notion for UX documentation**, **Miro** for journey mapping and brainstorming, and **Balsamiq** for rapid lo-fi wireframing across all project phases

UI/UX Designer(Internship)

Engineer's Cradle| September 2023 - March 2024 | Pune, Maharashtra

- Played a key role in designing user-friendly navigation systems and intuitive interaction patterns, ensuring alignment with user needs, business objectives, and UX best practices
- Created **wireframes**, **mockups**, and **interactive prototypes** in Figma, effectively visualizing and communicating design concepts to stakeholders and development teams
- **Collaborated with developers and stakeholders** on **design handoff**, delivering annotated Figma specs and ensuring accurate, pixel-precise implementation of UI elements
- Applied **responsive**, **mobile-first design principles**, maintaining visual consistency with brand guidelines across all screen sizes and device types

- Participated in UX research activities and **usability feedback sessions**, gathering insights to improve product usability, reduce friction points, and enhance overall user engagement

EDUCATION

Master of Science in Computer Science

Dr Babasaheb Ambedkar Marathwada University, India | June 2018 - June 2020

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

● Master Mobile and Web Design, User Interface + User Experience (UI/UX Design) | Udemy - June 2022
● Data-Driven Product Research and Design, LinkedIn | LinkedIn - January 2025

PORTFOLIO & PROFESSIONAL LINKS

Portfolio Website: https://drive.google.com/drivefolders/1SVUGcopTpM0qGGwGRJB31KmVnZHyAGnx
Behance Portfolio: https://www.behance.net/uxreshma
LinkedIn: https://www.linkedin.com/in/reshmaganage/

LANGUAGES

- English: Fluent (Professional Working Proficiency)
- Marathi: Native
- Hindi: Fluent