Reshma Ganage

UI/UX Designer | Product Designer | Enterprise, ERP and Fintech Workflows
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PROFESSIONAL SUMMARY

UI/UX Designer with 2+ years of experience designing web and mobile products for enterprise ERP, fintech (Web3/DeFi) and D2C e-commerce. Skilled in user research, usability testing, prototyping and design systems in Figma, turning complex workflows into clear, accessible (WCAG 2.1) interfaces. MSc in Computer Science, enabling smooth developer handoff.

SKILLS

UX Research: Design Thinking, User-Centered Design, User Research, User Interviews, Usability Testing, Heuristic Evaluation, Competitive Analysis, Personas, Journey Mapping, Information Architecture

UI Design: Visual Design, Typography, User Flows, Wireframing, Prototyping, Interaction Design, Responsive and Mobile-First Design (iOS, Android), Design Systems, Design Tokens, Accessibility (WCAG 2.1 AA)

Tools: Figma, FigJam, Framer, Miro, Balsamiq, Notion, Jira, Figma AI, ChatGPT, Claude

Collaboration: Agile/Scrum, Developer Handoff (Figma Dev Mode), Stakeholder Management

WORK EXPERIENCE

Freelance Product Designer (UI/UX) — Dec 2025 – Present

Self-employed | Remote

Key Responsibilities

- Deliver end-to-end product design for startups in D2C e-commerce, Web3/DeFi, consumer mobile and logistics.
- Plan and run user research: stakeholder interviews, competitive benchmarking and moderated usability testing.
- Design user flows, wireframes, high-fidelity prototypes and responsive UI for iOS, Android and web.
- Build Figma design systems and hand off developer-ready specs using Figma Dev Mode.

Key Achievements

- Kalpx (D2C marketplace): UX audit found 15+ friction points; the redesign reduced click depth by 30% and improved task completion by 25%.
- Simplified Web3/DeFi wallet-connection and token-swap flows from 7 steps to 4 for first-time crypto users.
- Designed 150+ high-fidelity screens across 4 client products, built on a 60-component Figma library with design tokens.
- Conducted 15+ user and stakeholder interviews and usability sessions to guide design decisions.

Skills Used: User Research, Usability Testing, Information Architecture, Prototyping, Mobile-First Design, Design Systems, Figma

UI/UX Designer **Feb 2025 – Dec 2025**

EPPS Info Tech | Pune, Maharashtra

Key Responsibilities

- Owned UI/UX design for enterprise ERP modules (HR and payroll) and a web-based document management system.
- Turned complex business rules into lo-fi to hi-fi wireframes and interactive Figma prototypes.
- Worked with developers and product managers in Agile/Scrum sprints through design reviews and critiques.

Key Achievements

- Redesigned HR and payroll modules used by about 200 employees, simplifying payroll processing and leave approvals.
- Cut the document upload flow from 6 steps to 3 and made access-control permissions clear at a glance.
- Built an 80+ component Figma design system meeting WCAG 2.1 AA, speeding up developer handoff.
- Ran moderated usability tests (5–6 participants per round) and heuristic evaluations every sprint.

Skills Used: Enterprise UX, Usability Testing, Heuristic Evaluation, Wireframing, Design Systems, WCAG 2.1, Figma, Jira

UI/UX Design Intern **Sep 2024 – Jan 2025**

Ray Technologies | Pune, Maharashtra

Key Responsibilities

- Designed navigation systems and interaction patterns based on user research and business goals.
- Built wireframes, mockups and interactive Figma prototypes for early-stage products.
- Prepared annotated developer handoff specs and responsive, mobile-first layouts.

Key Achievements

- Delivered testable prototypes used in usability sessions that shaped product improvements.
- Kept visual and brand consistency across devices with a shared set of responsive UI patterns.

Skills Used: Interaction Design, Wireframing, Prototyping, Responsive Design, Figma

EDUCATION AND CERTIFICATIONS

Master of Science (MSc), Computer Science **2018 – 2020**

Dr. Babasaheb Ambedkar Marathwada University

- Data-Driven Product Research and Design | LinkedIn Learning | Jan 2025
- Master Mobile and Web Design (UI/UX) | Udemy | Jun 2022

Languages: English (Professional), Hindi (Fluent), Marathi (Native)