

# Apoorva Kshirsagar

## Senior UI/UX Designer

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Innovative and proactive UI/UX designer with 5+ years of experience, an excellent reputation for resolving problems and improving customer satisfaction. Strengths in UI and Visual Design backed by training in Communication Design. Enthusiastic designer and talented in project management, team leadership, and independent problem-solving. Motivated to learn, grow, and excel in Design.

### Work Experiences

#### User Experience Designer

April - 2021 - Present

*Paysafe Group, Hyderabad, Telangana*

- Currently designing merchant & customer experience products at Paysafe. Collaborating with the PMs to brainstorm requirements, figure out the design solution, curated user stories, and build a sustainable design framework. Working on wireframes, designs, Prototypes, and helping dev teams to build the product.

#### Senior UI/UX Designer

April - 2016 - April - 2021

*Temenos India Private Limited, Hyderabad, Telangana*

- Promoted to Senior UI/UX Designer by focusing on user-centered design principles creating simple and intuitive user interfaces that contributed to a year 13% profit growth.
- Managing seven design projects such as Online banking, Consumer Lending, Retail Banking, Mortgage, New User Onboarding, and Small Business Banking across all the channels.
- Conducted UX research by interactively testing designs using high and low fidelity prototypes increased 50% of productivity.
- Exhibited UX designs and solutions to senior staff, evangelizing for user-centric design decisions, and accumulated their feedback and suggestions.
- Collaborated with the Development team to work on our product 'Visualizer' in which we develop/design (front end) of our apps, which reduced 30% of our design review efforts.

#### Tools

**Figma** ■■■■■■

**Sketch Pro** ■■■■■■

**Adobe Creative Suite** ■■■■■■

**Invision** ■■■■■■

**UXPin** ■■■■■■

#### Skillsets

**Interaction Design** ■■■■■■

**Project management  
Scrum and agile  
methodologies** ■■■■■■

**Excellent work ethic** ■■■■■■

**Leadership** ■■■■■■

**Problem Solver** ■■■■■■

**User Research** ■■■■■■

## Work Experiences

### Research Associate

Aug - 2015 - March - 2016

*Indian Institute of Technology, Hyderabad, Telangana*

- Perfected the design deliverables that elevated, differentiated, and functioned on-brand and on-strategy.
- Consulted with Design Head to identify design requirements for each project.
- Maintained consistent use of graphic imagery in Institute Signage Design and other display outreach.
- Maintained Visual design knowledge by attending various workshops, professional society gatherings, and meetings.

### Associate Graphic Designer

Sep - 2014 - June - 2015

*Eaton Technologies, Pune, Maharashtra*

- Designed Instructional collaterals and promotional collaterals for employees and clients while focusing on quality deliverables on estimated time.
- Conceptualized and developed graphics products for Electrical, Industrial, and Power Management projects using Adobe Photoshop, Indesign, and Illustrator.
- Refined the creative designs for marketing packages, including print materials, brochures, banners, and signs.

## Publications

*Dec - 2020*

### **Case study: Assessment of Psychosocial impact in times of COVID-19**

Mental Health and COVID-19 pandemic is turning out to be a major stressor for most of humanity.

[apoorvaksagar.medium.com](https://apoorvaksagar.medium.com)

*Sep - 2020*

### **Grammarly - a UX Case Study**

Grammarly is great to improve your grammar. Let's refine their product.

[apoorvaksagar.medium.com](https://apoorvaksagar.medium.com)

## Education

August - 2015 - March - 2016

### **Research Associate: Visual Design**

*IIT Hyderabad - Hyderabad, Telangana*

October - 2010 - March - 2013

### **Bachelor of Fine Arts: Communication Design**

*Chitrakala Mahavidyalay - Nagpur, Maharashtra*

## Accomplishments

- Designed Website Dashboard for Wacom Design Challenge Event 2020.
- Collaborated with a team of 30 in the development of Consumer Lending, Mortgage and New User Onboarding App.
- Documented and provided Design Guidelines for all the Banking projects, which led to guide through the development.
- Attended UX India Conference 2019.
- Participated in Design Hackathon at CA Technologies.

## Awards and Recognitions

Aug - 2018

**Spot Award**

June - 2019

**Individual excellence Award**

Sep - 2020

**Team Excellence Award**