RAVI KUMAR JAISWAL

Frontend And UI/UX Lead

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Summary

Senior UI/UX Designer with **8+ years in the IT industry** and **6+ years specializing in user-centered design (UCD)**. Expert in user research, journey mapping, information architecture, and high-fidelity interaction design for B2B, B2E, web, and mobile platforms. Proven track record of delivering impactful, user-focused solutions by aligning business goals with user needs. Adept at stakeholder management, clearly articulating design decisions, and collaborating with development teams to ensure pixel-perfect execution. Portfolio highlights end-to-end UCD artifacts, showcasing a strategic, detail-oriented approach to solving complex design challenges with a focus on quality, scalability, and timely delivery.

Skills

User Interface (UI) Design	Figma	WooCommerce
User Experience (UX) Design	Adobe Creative Suite	Shopify
User-Centered Design (UCD)	Cross-functional Collaboration	SQL
Product designing	Mobile UI/UX design	MySQL
Information Architecture &	Web Designing	Google Analytics
Interaction Design	HTML5 CSS3	Tag Manager
User Research	LESS/SASS	Webmaster
Project Management	Bootstrap	Lighthouse
People Management	JavaScript	SEO
Data Analysis	jQuery	Facebook Pixel
Wireframing	Ajax	Excellent communication
Prototyping	php	Time management
Responsive Design	WordPress	

Experience

Univo Education Pvt. Ltd (6 Months of contract)   Noida, India

UI/UX Designer & Developer   01/2026 - present

UNIVO Education Pvt. Ltd. is a leading online higher education and edtech company based in India, partnering with universities and enterprises to deliver digital degree programs and upskilling solutions.

- Gathered requirements directly from product owners and stakeholders, ensuring alignment with business goals.
- Conducted market research and user interviews with students and professionals to identify key insights.
- Created user personas, wireframes, and interactive prototypes to define the product experience.
- Managed the end-to-end design process, including presenting solutions and iterating based on stakeholder feedback.
- Documented design decisions and delivered developer-ready designs for smooth implementation.
- Worked extensively with **Figma, Adobe XD, HTML, CSS, and Bootstrap.**

Doodleblue Innovations Pvt. Ltd.

Bangalore, India

Frontend and UI/UX lead

09/2024 - 03/2025

Doodleblue Innovations is a digital strategy consulting firm offering services in mobile and web app development, UI/UX design, and enterprise solutions. Founded in 2011, it focuses on leveraging emerging technologies to drive digital transformation for global clients.

- Collaborating with product managers to align project objectives and communicate them effectively.
- Writing and maintaining comprehensive Product Requirement Documents (PRDs) to define scope and features.
- Managing the project from start to finish, ensuring deadlines and goals are met.
- Testing the final product for performance, usability, and functionality before delivery to the client.
- **Awarded "The Best Interaction Design" for December 2024** in recognition of excellence in crafting user-centric design solutions.
- Worked extensively with **Figma, Adobe XD, Photoshop, and After Effects.**

OM Logistics Ltd.

Noida,India

Senior UI/UX Designer

12/2023 - 09/2024

OM Logistics aims to be a reliable global partner in the logistics industry. I was working on the RapidShyp project, an e-commerce shipping platform that streamlines logistics for Indian businesses. As a shipping aggregator, RapidShyp integrates with various courier services, allowing businesses to manage their shipping needs and choose the most cost-effective options through a single platform.

- Designing intuitive and visually appealing interfaces
- Collaborating with the product manager and developers for seamless user flow implementation
- Creating a user-friendly dashboard and an efficient carrier selection interface
- Ensuring seamless integration with major e-commerce platforms
- Managing a design team to enhance user satisfaction and platform efficiency
- Focusing on smooth onboarding processes and responsive mobile app experiences
- Worked extensively with **Figma, Adobe XD, Photoshop, and After Effects.**

Appivo Applications AB.

Remote

UI/UX Designer & Web Developer

06/2022-10/2023

Appivo is a cloud-based platform enabling businesses to develop custom applications without extensive coding knowledge. With tools for building, deploying, and managing web and mobile apps, Appivo empowers users to design workflows, manage data, and collaborate on robust solutions tailored to their needs, emphasizing simplicity and flexibility for rapid adaptation.

- Dynamic role at Appivo: website design, development, and maintenance
- Key involvement in crafting user experiences for client projects
- Responsibilities: Designing, developing, and maintaining the company's website
- Collaborating closely with clients to understand requirements
- Assisting clients in translating user flow designs into actionable implementations
- Worked with **Figma, Adobe XD, HTML, CSS, and Bootstrap.**

AwesomeSauce Creative Pvt. Ltd.

Lucknow, India

Senior Web Developer And UI/UX Designer

09/2021 - 06/2022

Awesome Sauce Creative is a comprehensive design, strategy, and marketing firm specializing in branding, digital, print, and marketing services.

- Orchestrated client collaborations, translating ideas into captivating digital interfaces
- Designed intuitive UIs, developed websites, and oversaw team operations
- Ensured project excellence by aligning deliverables with client visions and industry standards
- Worked with **Figma, Adobe XD, HTML, CSS, Bootstrap, and JavaScript**.

Compendious MedWorks Pvt. Ltd.

Lucknow, India

Lead Website Developer And UI/UX Designer

07/2019 - 09/2021

The Compendious Med Works team, led by healthcare professionals, consists of biostatisticians, web developers, content writers, marketers, and graphic designers.

- Steered multiple projects from inception to launch at Compendious Medworks Pvt. Ltd.
- Responsibilities included designing user interfaces, developing products, and managing teams.
- Led client meetings to gather requirements and ensure alignment with their visions and expectations.
- Worked with **Figma, Adobe XD, HTML, CSS, Bootstrap, PHP, SQL, MYSQL, and JavaScript**.

Global Classroom Pvt. Ltd.

Lucknow, India

Web Developer and Designer

08/2016 - 02/2019

Global Classroom Pvt. Ltd. specializes in innovative e-learning solutions, aiming to transform traditional learning environments into dynamic digital classrooms. Dedicated to enhancing the educational experience, they offer comprehensive tools and resources for students and educators.

- Designed the layout of educational platforms at Global Classroom Pvt. Ltd., collaborating with the project lead and company director.
- Created intuitive, visually appealing designs to enhance user engagement and learning experiences.
- Contributed to the successful development and implementation of innovative e-learning solutions through effective teamwork and a user-centric design focus.
- Worked with **HTML, CSS, Bootstrap, PHP, SQL, MYSQL, and JavaScript**.

Education

Post Graduate Diploma in Computer Application (PGDCA)

Government Polytechnic, Lucknow

2014-2016

Bachelor of Commerce (B.Com)

Lucknow University, Lucknow

2011-2014

Portfolio

Ravi Kumar Jaiswal | Portfolio Website

https://ravijaiswal.in