Aditi Jagtap
LEAD UI/UX DESIGNER AND DESIGN MANAGER

A versatile, high-energy Product Designer with the distinction of executing prestigious projects within a strict time schedule, aiming for a challenging role in a dynamic organization to utilize expertise in driving innovation and delivering exceptional user experiences; preferably in Mumbai, Navi Mumbai, and Bangalore.

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CORE COMPETENCIES

- UX Research & UI/UX Designing
- Brainstorm Facilitation, Card Sorting, Contextual Inquiry, Affinity Mapping, Prototyping, UX Audit, Heuristic Evaluation, Ideation Workshops
- User Testing, Usability testing with different suitable methods
- Product & Software Design
- Cross-functional Collaboration
- Client & Stakeholder Engagement
- Team Leadership
- Training & Mentoring

SOFT SKILLS

- Collaboration & Thought Leadership
- Presentation & Innovation
- Planning & Communication
- Problem Solving & Time Mgmt.

TECHNICAL SKILLS

- **Tools:** Figma, Sketch, Mockflow, Miro, UserTesting, FlowMapp, InVision, Adobe XD, Adobe Illustrator, Adobe Photoshop

CERTIFICATIONS

- HFI-Certified Usability Analyst from Human Factors International in 2023
- Certified Scrum Master from Scrum Alliance in 2021
- IxDF Member (*www.interaction-design.org/members/aditi-jagtap*) from Interaction Design Foundation in 2021
- Gamification & Behavioral Design: The Octalysis Framework from Udemy in 2020

PROFILE SUMMARY

- **HFI-Certified Usability Analyst** possessing **over 11 years** of experience in UI/UX Designing, in sectors like Media & Communication, Hospitality, IT, & Product-based industries
- Currently spearheading **design team & managing projects for Quinnox Consultancy Services**, enabling effective collaboration and decision-making for teams during asset exploration and development
- Demonstrating proficiency in **mentoring cross-functional teams**, aligning **stakeholders** on product goals and vision, and defining the right design strategy and methods
- **Major Products:** SCS Vendor Portal for Sany America, CMT-IT Portal for 3M, Loan Account Portal for Shawbrook Bank, Savings Account Testing and recommendation for Shawbrook Bank, Query Catalog for Firmenich, Essence data management app for Firmenich, Website revamp for The Runner Box, CTC named testing software compatible for Desktop, Cloud, and Mobile phone, and many other projects designed for Healthcare, Hospitality and Product based companies
- Experienced in Design Strategy, UX Research, User Experience Design, User Interface Design, Interaction Design, User Testing, **Wireframes, & Prototypes**
- Skilled in a wide range of **design tools** (Figma, Sketch, Miro, FlowMapp, Invision, & Adobe XD, Photoshop, and Illustrator) **and methodologies**, (Design Thinking, User-Centered Design, Double Diamond Process, Design Sprints, & Agile Methodologies)
- **Excellence in studying users, understanding their behavior, and architecting a user journey** that enables the user to achieve their desired tasks with minimal effort
- Proficient in **integrating accessibility principles into design processes**, ensuring products are user-friendly and compliant with accessibility standards
- Committed to creating designs that empower and cater to diverse audiences, resulting in impactful and **user-centric solutions**
- Recognized for consistently **meeting project deadlines and exceeding business expectations**
- Showcasing a unique **ability to translate research into actionable insights**, generate hypotheses, and drive product innovation, coupled with excellent **communication, problem-solving, and critical thinking skills**
- Partnered with the **top management** in devising a product design strategy & support company's business strategy; aimed at optimizing business process, implementing efficient controls, and augmenting profits by collaborating with cross-functional teams

CAREER TIMELINE

Since 2017	Quinnox Consultancy Services
2016-17	Extentia Information Technology
2016-16	Third I
2014-16	Intelliswift Software Inc.
2014-14	Meuse Hotels & Hospitality
2013-13	Better Communications
2012-13	Nucleus Communications & Entertainment Pvt.

💼 WORK EXPERIENCE

Since Jul'17:	**Quinnox Consultancy Services**
Growth Path:	Consultant (contract) (Jul'17-Jun'18) ➡ Project Lead (Since Jul'18)

Nov'16-Apr'17: **Extentia Information Technology as Senior UI Designer**

Sep'16-Nov'16: **Third I as Senior UI Designer**

Nov'14-Aug'16: **Intelliswift Software Inc. as UI Designer**

Feb'14-Oct'14: **Meuse Hotels & Hospitality as Graphic Designer & Visualizer**

Mar'13-Dec'13: **Better Communications as Graphic Designer & Visualizer**

Jul'12-Mar'13: **Nucleus Communications & Entertainment Pvt. As Graphic Designer & Visualizer**

Key Result Areas:
- Developing plans, estimating time requirements, establishing deadlines, monitoring milestones, tracking lifecycle, & reporting issues that impact project progress to both client & top managements
- Collaborated closely with clients to establish objectives and provided tailored solutions to address user and business requirements
- Mentoring cross-functional teams to ensure alignment and drive excellence in product design
- Defining & implementing the design strategy & methods to deliver exceptional user experiences
- Conducting user research, analyzing user tasks, and identifying areas of improvement to enhance usability and accessibility
- Collaborating with product owners & business analysts to define user flows & draft user stories
- Mapping requirements through gap analysis; analyzing workflow to design solutions spanning proof of concept, presentation, & product design
- Applying research-based insights to drive the design of products that fully support end-user needs while also achieving the business vision
- Leading user research and interface design processes creating personas, visualizations, storyboards, task flows, wireframes, high-fidelity mockups, and prototypes

Significant Accomplishments:
- Successfully interviewed users to gain insights into pain points and motivations
- Led a team of 5 members, imparted training & managed their performance
- Translated research into actionable insights & generated hypotheses to drive product enhancements
- Guided UI designers in creating & maintaining a design system with reusable components & patterns
- Facilitated user testing & usability testing, incorporating feedback to optimize designs before development
- Received appreciation from several clients like ACSIS, DHL, JLL, Midtronics, RLT, & RunnerBox

🎓 EDUCATION

2013 — **B.Sc. in Animation & Media Graphics** from YCMOU, Nashik University

2012 — **Diploma** from Nirmala Niketan College of Art & Polytechnic, Mumbai

🏆 ACADEMIC ACHIEVEMENTS

- Received Prof. P. G. Kumthekar Award for Overall Illustration (First Year Commercial Art)
- Got selected to represent work poster for Burn Curate national level competition (Second Year Commercial Art)
- Shivani Bhatt Memorial Trust prize for Best Effects for campaign Chuski (Final Year Commercial Art)

📇 PERSONAL DETAILS

Date of Birth:	06th November 1991
Languages Known:	English, Hindi, Marathi
Address:	Mumbai, India