

PROFESSIONAL SUMMARY

UI/UX Designer with 6+ years of experience designing B2B and B2C web and mobile products across sports, e-commerce, and enterprise platforms. Skilled in UX research, interaction design, prototyping, design systems, and AI-assisted design workflows.

6+ Years | 7 NBA Teams | 5 WNBA Teams | 16+ Design Systems | E-commerce

WORK EXPERIENCE

UI/UX Designer, Raw Engineering LLC, Mumbai

JAN/2020 - JULY/2026, MUMBAI

- Led end-to-end UI/UX design** across web and mobile products, translating business requirements into user flows, wireframes, prototypes, and high-fidelity interfaces using Figma.
- Delivered digital experiences for **7 NBA** teams, **5 WNBA** teams, and **Panathinaikos BC (EuroLeague)**, adapting scalable UX patterns to different brands and product requirements.
- Built and extended scalable **Design Systems and Reusable Component Libraries**, improving UI consistency, design efficiency, and maintainability across multiple products.
- Collaborated** with Product Managers and Developers in Agile teams, using **Jira** to manage requirements, design iterations, and feature delivery.
- Conducted **Design QA** using **BrowserStack** to validate responsive implementations across browsers and devices and ensure design accuracy.
- Designed client websites including **Raweng.com** and **NehaSampat.com**, creating wireframes, prototypes, and high-fidelity UI aligned with business goals.
- Designed and launched **DFanx.com**, translating Figma designs into a responsive Wix website and managing implementation through publishing.

UI Intern, Raw Engineering LLC, Mumbai

JULY/2019 - JAN/2020, MUMBAI

- Designed 10+ VMware provider pages and components in Sketch, translating complex business and technical requirements into user-friendly interfaces. Improved design consistency and reduced design-to-development handoff time by 20%.

PERSONAL PROJECTS

- Yumora Food Inc:** E-commerce | End-to-end product design from research to developer handoff.
- BePlaced:** EdTech | UI/UX for skill-based assessments and career learning.
- Prime Ape Technology:** Web | Responsive UI, Lottie animations, and visual design.
- EdNovate:** EdTech | Wireframing and UI design for digital learning.

SKILLS

- Technologies:** Figma, Sketch, Adobe XD, Adobe Illustrator, Adobe Photoshop, Lottie, Framer, Wix, Jira, Miro, BrowserStack.
- Ai Tools:** Figma Make, ChatGPT, Claude, Lovable.
- Skills:** Product Design, User-Centered Design, UX Research, Information Architecture, Wireframing, Interaction Design, Prototyping, Design Systems, Usability Testing, Responsive Design, Design QA, Accessibility WCAG 2.1 AA, DGA standards, AI-Assisted Design, HTML, CSS, JavaScript (Learning)

EDUCATION

Bachelor of Science in Information Technology (Mumbai University)

2015 - 2018

AWARDS

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| • Team Award (Panathinaikos Greek Team) | 2024 | • Main Bhi MF Hussain Award | 2023 |
| • DFE Team Award | 2023 | • Innovation Team Award | 2022 |