



SURBHI MOYADE

UX/UI Designer

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Indore, Madhya Pradesh 452016

Summary

Skilled and research-oriented UX/UI Designer adept at working with cross-functional teams, and possessing excellent attention to detail. With expertise in finance and data visualization.

Education

PMB Gujarati College, Indore
Bachelor of Commerce

Certification

- [Google UX Professional Certificate](#)
- [Interaction Design Foundation](#)

Skills

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Framer
- Visily.ai

Links

- [Portfolio](#)
- [LinkedIn](#)
- [Behance](#)

Work Experience

Senior UI/UX Designer

May 2024 – Present

Codingkart IT Services

- Designed and signed off 10+ websites for a variety of industries including Healthcare, Food/Beverage, Gaming, IT, Education, etc.
- Worked on a no-code SaaS app integrated with Shopify named as Quick Apps, enabling e-commerce users to create customized apps with an intuitive interface.
- Created ApexFeat, a subscription management app for Shopify stores that empowers businesses to enhance customer growth and retention through streamlined subscription processes and advanced analytics
- As the Senior UX Expert, managed all aspects of digital product requirements using a flexible UX design process.
- Responsible for creating onboarding flows, checkout processes, product bundle pages, and redesigning websites for various B2C companies. Designed workflows and interfaces through multiple iterations.

UX Designer

Jan 2022 – May 2024

Web N Soft Solution

- Translated concepts into user flows, wireframes, prototypes and design ideation that led to intuitive user experiences.
- Streamlined complex information into intuitive visualizations such as charts and graphs.
- Designed UI and ensured consistent design aesthetic and functionality throughout the product.
- Cross-functionally worked with engineering and other internal teams to design and develop products.
- Interacted with clients to gather information and incorporated feedback to iteratively refine designs.

Freelance Projects

Dine Deal

Oct 2021 - Dec 2021

Pune, India

- Designed dashboards and mobile app from start to finish, closely working with the stakeholders.
- Designed admin dashboards to track the performance of the restaurant emphasizing metrics like revenue, type of user and others to increase the operating efficiency of the kitchen.

Daddio Time

Jul 2021 - Sep 2021,

Atlanta US

- Designed website and dashboards from scratch.
- Based on user research segregated and implemented the KPIs and other useful metrics available from the vast data pool and accordingly designed the appropriate data visualization.