APURVA KATARIA

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SUMMARY

Result-oriented UI/UX Designer with experience applying design thinking principles to develop high-fidelity interactive mockups and prototypes that enhance user experience. Demonstrated expertise in driving usability improvements by up to 60% and leading the development of design systems, reducing the brand-product gap by 40%. Proven ability in cross-functional project budgeting for initiatives up to $4 million and revitalizing digital platforms to broaden audience reach by 25%.

WORK EXPERIENCE

Onobit, Canada   Aug *2024 – Jan 2025*
Product Designer

- Designed the Voice Club Android app—an audio consultation platform—from scratch, leading end-to-end UX/UI and contributing to 36% user growth with over 3M users.
- Improved UX by analyzing heatmaps and usability tests, enhancing both new features and existing products to boost client satisfaction.
- Collaborated with teams to convert research into wireframes, user flows, and IA using Figma, improving design efficiency by 60%.
- Engaged with clients to uncover pain points and needs, informing user-centered design solutions that aligned with business objectives.

Tata Consultancy Services, India   *Nov 2020 – May 2023*
Product Designer

- Developed high-fidelity wireframes and interactive prototypes for Cognitive Network Operations Platform dashboards using Figma, increasing the effectiveness of communication of design ideas by 70%.
- Led the development of a design system, enhancing platform consistency, scalability and reducing the brand-product gap by 40%.
- Revamped the back-end delivery iPad app for Fiber Rollout services in Australia, improving usability for delivery personnel by 30% through enhanced user flow, color schemes, and interactive features.
- Implemented Agile methodology, leveraging JIRA for efficient story tracking, ensuring seamless progress from concept to delivery.

ICICI Bank & Inc42, India (Freelance)   Jun *2023 – Mar 2024*
Product Designer

- Redesigned the bank's website Gift Card section to enhance user experience and meet user needs, attracting 20% more customers and boosting revenue.
- Designed over 45 gift cards and related branding materials to boost customer loyalty and brand perception.
- Conducted usability testing on the Gift section with up to 10 participants to validate designs and identify areas for improvement.
- Integrated SEO-friendly features, achieving a 30% increase in search engine visibility.
- Produced storyboards, journey maps, competitive analyses, and tailored over 30 mockups for the website, enriching the design process and aiding decision-making.

Efrog Pty Ltd, India   *Mar 2019 – May 2019*
Product Design Intern

- Crafted a grocery app for JIM's Fresh Australia in Adobe XD, boosting user satisfaction by 60% with innovative delivery and payment features.
- Partnered with product manager and developers to rejuvenate the company's website, achieving a 20% increase in brand alignment and up to 20% enhancement in user engagement.
- Implemented design solutions and heuristic evaluation to enhance website usability by improving the visibility of actionable fields.

KEY SKILLS

Tools: Adobe XD • Figma • Adobe Photoshop • Adobe Illustrator • Fig Jam • Miro • Basic knowledge of HTML, CSS
Technical Skills: Wireframing • Prototyping • Design System • Usability Testing • User Research • Creating User flows and Personas • Journey Mapping • Information Architecture • Empathy Mapping • Design Thinking and Visualization • Agile Methodology • Infographic Designing • A/B Testing • Card Sorting • Designing SaaS Platforms • Storyboarding • Competitive Analysis • Creative Storytelling
Soft Skills: Communication and Collaboration • Leadership • Problem-Solving • Time and Change Management • Adaptability • Empathy

EDUCATION

Nottingham Trent University   Aug *2016 – May 2020*
Bachelor of Arts in Communication Design, Major: Interaction Design
Campus Involvement: Rivet- Educational Kit Design
• Built a tool kit for children with ADHD, improving focus by 6% through extensive user research, gameplay, and materials design.

ACHIEVEMENTS

- Ranked 3rd in The Creative Spark competition for designing an interactive eco-friendly bus stop space.
- Won an all-expense-paid trip for excelling at the What's Next- Revolution of Creativity through Technology contest.