

AKSHAY VERMA

Gurgaon, India | verma.akshay031991@gmail.com | +91 8708333734

[LinkedIn](#) | [Portfolio](#) | [Behance](#) | [Dribbble](#)

SENIOR UI/UX DESIGNER | PRODUCT DESIGN LEADERSHIP | AI-ENHANCED DESIGN THINKING

Blending Creativity, Strategy & Technology to Build Scalable & Engaging Digital Experiences

PROFESSIONAL SUMMARY

A results-driven **Senior UI/UX Designer** with over **6 years of experience**, specializing in **user-centered, scalable, and high-impact digital solutions**. I excel in **end-to-end design processes**, from **user research and wireframing to prototyping, usability testing, and design system implementation**. With a passion for **AI-powered UX**, I integrate **generative AI tools** to enhance workflows, automate design iterations, and optimize user experiences. My approach is focused on creating **conversion-driven interfaces** that boost engagement, retention, and business growth. I have collaborated with **cross-functional teams**, including product managers, developers, and business stakeholders, ensuring seamless execution of design strategies that align with business goals.

CORE SKILLS & EXPERTISE

- **Product Strategy & Design Leadership**
- **Sales-Driven UX & Client Engagement**
- **Conversion-Focused UI & UX**
- **Design Systems & Component Libraries**
- **AI & Generative UX Implementation**
- **End-to-End User Research & Testing**
- **Cross-Platform UI/UX (Web & Mobile)**
- **AR/VR UX & Emerging Technologies**
- **AI-Powered Design & Automation**
- **Collaboration & Workflow Optimization**

PROFESSIONAL EXPERIENCE

ZAZZ | Senior UI/UX Designer

May 2021 – Present | Gurgaon, India

- Led UX/UI strategy across multiple departments, driving a **40% increase in user engagement**.
- Designed **sales-driven UX solutions**, optimizing **pitch decks, product demos, and onboarding**, leading to a **30% increase in client acquisition**.
- Developed and maintained **scalable design systems**, ensuring consistency across platforms.
- Conducted **user research sessions**, leading to a **35% improvement in user retention**.
- Integrated **AI-powered design tools**, including **Uizard and Midjourney**, automating **tasks** to enhance workflow efficiency.
- **Mentored junior designers**, fostering innovation and high-quality design execution.
- Explored **AR/VR integration**, incorporating **WebXR & Unity UX** for immersive experiences.

SANRIDGE LTD. (Excelli) | Product Designer – Super App [\(Link\)](#)

May 2020 – May 2021 | India

- Designed and managed the complete UX/UI strategy for multiple applications within the **Excelli Super App**, ensuring a **unified and scalable digital experience**.
- **Excelli Shopping & Excelli Website**: Developed an **intuitive eCommerce platform** optimizing **product discovery, checkout, and order tracking**, leading to a **25% increase in conversions** and **30% reduction in cart abandonment**.
- **Excelli Seller Portal**: Built a **feature-rich dashboard** for sellers, enhancing **inventory management, analytics, and sales tracking**, reducing **seller onboarding time by 40%**.
- **Excelli Chat & Social**: Designed **real-time messaging and social commerce features**, improving **engagement and increasing user retention by 35%**.
- **Excelli Wallet & Payments**: Created an **intuitive digital wallet and transaction system**, streamlining **payments, refunds, and checkout flows**, resulting in a **30% decrease in transaction drop-off rates**.
- **Excelli Booking**: Enhanced the **end-to-end booking experience** with **seamless scheduling, real-time updates, and automated reminders**, improving **conversion rates by 20%**.

- **Developed a scalable UI framework**, ensuring **brand consistency, accessibility, and faster product iterations** across all applications.
- **Conducted A/B testing, user research, and heatmap analysis**, refining UX patterns to improve **engagement, retention, and overall satisfaction**.
- **Led the end-to-end design process**, collaborating with **developers, product teams, and stakeholders** to align design goals with business objectives.

STATIQ INDIA PVT LTD. | Senior UX/UI Designer – EV Charging Solutions [\(Link\)](#)

April 2020 – May 2021 | India

- **Designed a seamless EV charging experience** across mobile and web platforms, ensuring an intuitive and efficient user journey.
 - **Optimized user flows**, reducing drop-offs by **30%** in the charging station discovery, booking, and payment process.
 - **Enhanced booking conversion rates** by **25%** through an intuitive **charging station reservation** and **real-time charger availability tracking**.
 - **Led usability testing & iterative improvements**, resulting in a **40% improvement** in user satisfaction scores.
 - **Implemented data-driven design changes**, increasing engagement with the **EV route planner** by **35%**.
 - **Designed a scalable platform**, future-proofing for features like **smart charging, dynamic pricing, and fleet management solutions**.
 - **Collaborated cross-functionally** with developers, product managers, and stakeholders to align UX decisions with business goals.
-

EDUCATION & CERTIFICATIONS

- **Diploma in Mechanical Engineering** – Singhania University | 2008-2011
 - **UX/UI Product Design Certification** – Udacity | April 2020
 - **User Experience & Interaction Design for AR/VR/XR** – Coursera | Sept 2020
 - **Generative AI for Designers** – Google UX Design | 2023
-

PORTFOLIO & PROJECT HIGHLIGHTS

- **Super App Development** – Boosted user retention by **45%**, solving **complex usability challenges** across multiple services.
 - **EV Charging Platform UX** – Achieved **10K+ downloads & 4.7-star rating**, improving daily engagement by **30%**.
 - **AI-Assisted UX Prototyping** – Implemented AI-powered tools like **Uizard, Galileo AI, and Midjourney** to streamline **design automation & personalization**.
 - **Scalable UX/UI Systems** – Led **multi-platform UX strategy**, increasing **user engagement by 40%**.
 - **AR/VR UX Exploration** – Designed immersive experiences using **Unity, WebXR, and Oculus UX frameworks**.
-

• TOOLS & TECHNOLOGIES

- **Design & Prototyping:** Figma, Sketch, Webflow, Framer, Canva
- **AI-Powered Design Tools:** Uizard, Galileo AI, Midjourney
- **User Research & Testing:** Maze, UserZoom, Userlytics, Reflect
- **Collaboration & Workflow:** Notion, Miro, Redpen, Zeroheight
- **Organization & Productivity:** Obsidian, Mem, Any.do
- **Analytics & Research:** Hotjar, Google Analytics, Maze, Eye-Tracking UX Tools
- **Collaboration & Project Management:** Jira, Trello, Confluence, Slack
- **AR/VR Tools:** Unity, WebXR, Oculus UX, Spark AR