Simran Gulhane

SENIOR UX/UI DESIGNER

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PROFESSIONAL SUMMARY

Senior UX/UI Designer with end-to-end experience designing responsive websites, mobile apps, and performance marketing landing pages. Translates user research into clear user flows, wireframes, and high-fidelity interfaces. Builds reusable design systems and collaborates with cross-functional teams from concept through delivery.

CORE SKILLS

Design: UI Designing (Mobile and Web), UX research, card sorting, Information Architecture, Wireframing, Prototyping

Tools: Figma + Figma Make, Framer, ChatGPT, Claude, Antigravity

WORK EXPERIENCE

ODigMa | Senior UX/UI Designer
April 2026 - Present

- Led end-to-end UX and UI design for **10+ websites and 25+ performance marketing landing pages**.
- Led the **Pahal Design website redesign**, delivering **50+ responsive pages** from UX research and information architecture through high-fidelity UI and reusable components.
- Simplified Pahal's navigation from **nearly 50 links to around 15**, grouping courses, entrance exams, and student resources around what prospective students needed to find.
- Designed an interactive homepage experience for Pahal to help prospective students explore design pathways and decide where to start.
- Designed the **Mana Real Estate** website using **Figma Make**, incorporating AI into the website design workflow.

ODigMa | UX/UI Designer
June 2024 - Apr 2026

- Defined the UX for the **Nimai Events mobile app**, using questionnaire insights to map **15+ user journeys** and shape the app's information architecture and user flows.
- Improved design efficiency by **30%** through structured design systems and reusable UI components.
- Mentored **2 junior designers** and led regular design reviews to maintain UX and UI quality.
- Collaborated with cross-functional teams on UI/UX projects for **5+ real estate brands**, including Shriram Properties, Cardinal One, Provident, and Puravankara.

Coldbean AI | UX/UI Designer
Mar 2023 - Mar 2024

- Independently managed the design process from concept to delivery, meeting project timelines and requirements.
- Contributed design concepts and ideas during brainstorming sessions for new projects.
- Maintained and updated design documentation and asset libraries.

Coldbean AI | UX/UI Design Intern
Jan 2023 - March 2023

- Supported senior designers in creating wireframes, mockups, and interactive prototypes for web and mobile applications using Figma and Framer.
- Expanded my responsibilities to include user interface (UI) design for other products across the organisation.

Deluxe Entertainment | Account Coordinator
May 2021 - December 2022

- Managed **client relationships** to strengthen engagement.
- Led **Disney desk projects**, cutting task completion time by **15%** and improving efficiency by **25%**.

CERTIFICATIONS

Professional Bootcamp in UX/UI Design
2023

DesignBoat UI/UX School

EDUCATION

B.A Journalism and Mass Communication
2017 - 2020

Center for Management Studies, Jain University · Bangalore, India