

VISHESH MAKWANA

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Senior UX Designer & Front-End Developer

PROFESSIONAL SUMMARY

Creative and results-driven Senior UX Designer with 5+ years of end-to-end experience designing complex digital services from discovery through production for SaaS platforms, and mobile-first web applications. Proven ability to lead user-centred design strategy, establish and maintain high UX standards, and translate research insights into measurable improvements in usability and satisfaction. Proficient in Figma, Adobe XD, HTML5, CSS3, and JavaScript, with a strong track record of presenting design rationale and recommendations to stakeholders. Experienced working onsite in collaborative, cross-functional Agile environments.

KEY QUALIFICATIONS

- Led end-to-end UX for a FinTech SaaS platform from concept to production, aligning interactions with business KPIs and delivering measurable usability enhancements and positive user feedback.
- Defined and maintained a high bar for UX standards through a modular design system, ensuring consistency and performance across products.
- Proficient in Figma and Adobe XD for high-fidelity prototyping, wireframing, and design specification; hands-on coding in HTML5, CSS3, and JavaScript.
- Experienced presenting design decisions and UX recommendations clearly to stakeholders, translating complex concepts into actionable guidance.
- Conducted user research, A/B testing, interviews, journey mapping, and usability testing; translated findings into sitemaps, user flows, wireframes, and interactive prototypes.

WORK EXPERIENCE

UI/UX Designer & Front-End Developer

Jun 2022 – Present

ASL Consulting • Etobicoke, Ontario

- Spearheaded end-to-end UX design strategy for a FinTech SaaS platform, from user research and journey mapping through wireframes, prototypes, and production aligning interactions with enterprise and retail client KPIs.
- Established and maintained UX standards by building a modular design system that ensured consistency, accelerated development cycles, and served as the benchmark for quality across projects.
- Designed complex digital interfaces for web and mobile using Figma and Adobe XD; produced wireframes, user flows, customer journey maps, mockups, and interactive prototypes optimized for a wide range of devices.
- Created personas, empathy maps, affinity diagrams, service blueprints and information architecture artifacts to support product strategy.
- Leveraged analytics and user behaviour data to identify pain points and prioritize UX improvements.
- Conducted A/B testing and iterative usability testing; gathered and synthesized user feedback to continuously improve interfaces and demonstrate measurable enhancements.
- Delivered responsive, accessible UIs with HTML5, CSS3, JavaScript, and Bootstrap, collaborating closely with developers to bridge design and implementation.
- Integrated AI-driven personalization features and surfaced actionable product insights for stakeholders.
- Communicated design rationale, presented recommendations, and provided UX guidance to clients and internal stakeholders.

UI/UX Designer & Front-End Developer

Sep 2020 – May 2022

Duss Digital Infra • Mumbai, India

- Led UI/UX transformation for client websites and mobile applications, increasing usability and conversion rates through a user-centred design approach.
- Conducted user research, conceiving and facilitating interviews, surveys, and journey mapping sessions; translated findings into wireframes, sitemaps, and prototypes.
- Designed and iterated product functionality based on user testing results, ensuring intuitive and engaging digital experiences.
- Facilitated design reviews and stakeholder alignment workshops.
- Ensured accessibility compliance with WCAG standards across all deliverables.

- Participated in Agile sprints with cross-functional teams, managing competing design priorities and meeting deadlines.
- Developed interactive React.js components for production-grade web applications.

Graphic Designer & Front-End Developer

Dec 2018 – Sep 2020

Probsol Technology • Vadodara, India

- Produced marketing visuals, landing pages, and GUI designs focused on user interaction and emotional experience.
- Designed and developed WordPress sites (Elementor, WPBakery) and enhanced brand identity through storytelling and layout.

SKILLS & TOOLS

- **Design & Prototyping:** Figma, Adobe XD, Sketch, Photoshop, Illustrator, InDesign; Design Systems; UI Animation; Wireframing & Prototyping
- **Front-End Development:** HTML5, CSS3, JavaScript, React.js, Bootstrap, WordPress (Elementor, WPBakery)
- **UX Research & Accessibility:** User Research, Usability Testing, A/B Testing, WCAG, AODA, ARIA; Sitemaps, User Flows, Journey Maps
- **Collaboration & Agile:** Jira, Asana, Slack, Microsoft Teams; Agile / Scrum

EDUCATION

Post-Graduate Certificate — Information Technology Solutions

Jan 2022 – Sep 2023

Humber College • Etobicoke, Ontario

Bachelor of Engineering — Computer Engineering

Dec 2018 – Jul 2021

Gujarat Technological University • Vadodara, India

PROFESSIONAL DEVELOPMENT

- Google UX Design Certificate (In Progress) — user research, design systems, wireframing, and accessibility
- UX for AI Products — AI-driven user experiences, intelligent product design, and prompt design
- Next.js & Tailwind CSS Stack Training — performant, scalable web apps with modern frontend architecture