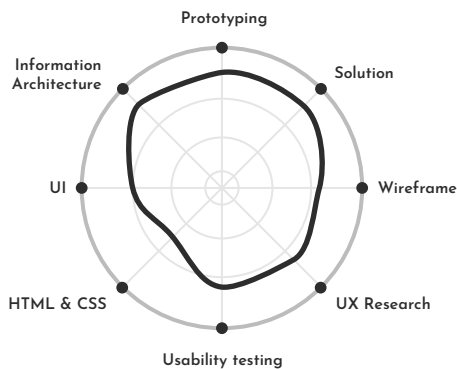


Abhijeet Mahajan

+91-9766-943-214
abhizit.m@hotmail.com
www.abhizit.in

Product Designer
User Experience designer

A UX Designer with a blended background in design, marketing, and business management, all of which is rooted in the ability to provide creative and effective solutions. With a user centric approach, I have helped the organization add 13 new features to the existing application without hampering the user experience and reducing the maintenance cost by 30%



INFORMATION ARCHITECTURE

Conducted card sorting to redesigned the reports that reduced the number of reports by 50%. Working on redesigning the userflows



PRODUCT MANAGEMENT

Have been involved in feature research, development, marketing and product management as consultant in all the phases of the product



UX EVANGELIST

Promoted and educated different teams, converting the teams to take user centered approach increasing the UX activities 4 times in last 2 years

2012
MBA (Marketing)
Sinhgad Institute of
Management, Pune

2008
B.Pharm
Siddhant Institute of
Pharmacy, Pune

Figma
Illustrator
Adobe XD
Photoshop
HTML & CSS
WordPress
Invision
Sketch
Information Architecture
Wireframing
Interaction design
User Journey
User Research
JIRA
Rally

Languages Known

English, Hindi, Marathi

+91-9766-943-214
abhizit.m@hotmail.com
www.abhizit.in

Feb 2020 till now

UX lead John Deere (payroll: Yash Technologies)

- ~ UX lead, collaborating with one team member overseas, working on 3 related but different products
- ~ Supporting 5 teams in development and designing for new features
- ~ Have been part of internal new product pitches for multiple teams
- ~ Collaboration with Central UX team, maintaining and implementing the brand guidelines and modifying the same as per individual product need.
- ~ Creating the product specific guidelines, Updating central guidelines for the changes needed according to the clients
- ~ Hueristic evaluation of current application and suggesting the changes as and where needed.

Aug 2018 till Feb 2020

UX-UI Designer (Product design) MoenTek (Pune)

- ~ Lead UI - UX designer for US based products
- ~ Designed for 2 desktop application and a mobile app, each from different industry
- ~ Worked to merge functionalities(13 features) of 3 products in one without hampering the user experience of the original product
- ~ Worked with UI developer to fix atleast 30% UI bugs working on the code level
- ~ Took initiative to build the design team that lead to the increase in number of assignments from client

Aug 2017 to Aug 2018

Sr. Web and Content Cloudalyze Services LLP

- ~ Sole-Designer in organization
- ~ Have Designed Website, Brand Guide, Marketing aids, MS office document templates, Brochures, Social media postes, Whitepapers etc.

October 2014 - August 2017

Founder | Marketing and Creative Head Ripples Communications

- ~ Worked for 35+ clients Across the world including US, Australia and India
- ~ Delivered services ranging from Logo design and Brand identity to Website Development
- ~ Colaborated with 3 IT companies to deliver 8 UI-UX projects
- ~ Extensively worked with manufacturers in US for Packaging design for their products