# Ekta Gadekar

## UX/UI DESIGNER

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📍 Bonn, Germany *(Willing to Relocate)*

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## Professional Summary

User-centered and results-driven UX/UI Designer with **4 years of experience** delivering intuitive, data-informed digital solutions across B2B SaaS platforms, responsive web interfaces, and mobile apps. Skilled in full-cycle product design — from discovery to delivery — with strengths in user research, design systems, and cross-functional collaboration. **Master's in Digital Design** from AUAS, NL, with global exposure and a deep understanding of human-centered design and agile workflows.

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## Skills

### Design & Research
- UX Strategy · Interaction Design · UI Design · Design Systems
- Information Architecture · Journey Mapping · Wireframing · Prototyping
- User Research · Interviews · Surveys · Heuristic Evaluation · A/B Testing · Usability Testing

### Tools & Technologies
- Figma · Adobe XD · Sketch · Miro · Notion · Confluence · Jira
- HTML/CSS awareness · WCAG Accessibility Principles · Responsive Design

### Collaboration & Process
- Agile · Scrum · Lean UX · Design Thinking · Developer Handoff · Design Documentation
- Cross-functional Alignment · Stakeholder Communication · Remote & Distributed Teamwork

### Personal Strengths
- Strategic Problem Solving · Empathetic Listener · Detail-Oriented
- Effective Communicator · Adaptable · Strong Ownership Mentality

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## Work Experience

### PRINCIPAL UX DESIGNER
*Calsoft Inc., Pune, India*
Mar 2022 – Aug 2023

- Spearheaded UX design for B2B SaaS platforms, achieving a **20–30% increase in task success rates** across key user flows.
- Conducted 15+ stakeholder interviews and over 25 user testing sessions, directly influencing **UX refinements that reduced onboarding time by 40%**.
- Developed and maintained a centralized design system adopted by enterprise clients, ensuring **UI consistency and faster design-to-dev handoff**.
- Collaborated with agile teams of 8–12 developers and product managers to deliver MVPs within **12-week sprints**, aligning UX vision with product strategy.
- Delivered high-impact solutions for clients including Veritas, Simnovus, Tata Communications, and Hitachi Vantara — contributing to **client retention.**

## UI/UX DESIGNER
*Fifth Estate Agency, Pune, India*
Nov 2019 – Feb 2022

- Led redesign of corporate and fintech websites, resulting in **an improvement** in average session duration **of 45%** and **a reduction** in bounce rate of up **to 35%.**
- Designed responsive landing pages and ad creatives that supported digital campaigns, contributing to a **20% increase in conversion rates** for multiple clients.
- Oversaw the UX overhaul of a legacy intranet portal, improving task efficiency by **50%**.
- Delivered design assets and branding for campaigns across Signzy, Bridgestone India, Klaus, Bitwise, and Vector — boosting brand coherence across digital touchpoints.
- Collaborated closely with development and marketing teams, achieving a **98% on-time delivery rate** for all assigned projects.

## USER ACCEPTANCE TESTER
*Amdocs DVCI, Pune, India*
Jul 2014 – Nov 2019

- Executed 100% manual testing for Bell Canada's billing systems; ensured zero post-deployment defects.
- Validated invoice flows for compliance and accuracy.
- Identified 250+ defects, enhancing QA efficiency and reducing support escalations.
- Partnered with dev teams globally under strict SLAs to roll out system improvements.

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## Education

**Master of Science – Digital Design (UI/UX)**
*Amsterdam University of Applied Sciences (AUAS), Netherlands | 2023-2024*

**Master of Science – Computer Science**
*Pune University, India | 2012-2014*

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## Certifications

- **AI for Designers** - *The Interaction Design Foundation (IxDF), Online Course | 2025*
- **Web Design for Usability** - *The Interaction Design Foundation (IxDF), Online Course | 2020*
- **PRO UI/UX DESIGNER** - *DesignBoat UI/UX School, Pune, India | 2019*

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## Achievements & Awards

- **Appreciation Award 2023** – Recognised for outstanding contributions to UX projects at *Calsoft Inc.*
- **afaqs! Foxglove Silver Award 2020** – Awarded for Brand Website Design at *Fifth Estate Agency*.

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## Languages

- **English** - Fluent
- **German** - Actively learning