

EKTA GADEKAR

Digital Designer

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Career Objective

As a versatile digital designer with expertise in data-driven design and user research, I thrive on creative problem-solving and innovation. I'm passionate about delivering practical solutions to complex challenges through clear communication and collaboration. I'm eager to apply my skills and ideas in a dynamic, fast-paced environment where creativity meets real-world impact.

Skills

- Problem Solving
- UX Research
- Interaction Design
- Responsive Design
- Wireframing & UI Prototyping
- User Testing
- Communication & Collaboration

Work Experience

Calsoft Inc. - Principal UX Designer

03/2022 - 08/2023

- Led the UX design efforts for enterprise SaaS products, collaborating closely with product management, engineering, and business stakeholders to drive user-centric design initiatives.
- Drove the end-to-end design process, including user research, wireframing, prototyping, and usability testing, ensuring alignment with client business goals.
- Delivered high-fidelity wireframes and design prototypes for key clients, including Veritas, Simnovus, TATA Communications, and Hitachi Vantara, optimizing user experience and functionality across platforms.

Samanvay Advertising Pvt. Ltd - UI/UX Designer

11/2019 - 02/2022

- Independently managed UX/UI design for corporate and fintech web projects, delivering seamless digital experiences for clients such as Pune IT Park, Bitwise India, Singzy and Bridgestone.
- Collaborated with cross-functional teams, including developers and project managers, to design user interfaces that were visually compelling and functionally intuitive.
- Played a key role in designing the user experience for an internal intranet portal, conducting comprehensive usability testing to improve employee engagement and productivity.

Amdocs DVCI - User Acceptance Tester

07/2014 - 11/2019

- Led user acceptance testing, analyzing requirements to create test cases and ensure quality compliance.
- Managed defect tracking via HP Quality Center, collaborating with teams for timely, high-quality delivery.
- Regularly communicated progress to senior management, aligning on quality and project milestones.

Achievements & Awards

- Appreciation Award 2023
Calsoft Inc.
- afaqs! Foxglove Silver Award 2020 for Best Brand Website
Samanvay Advertising

Education

Master Digital Design

Hogeschool van Amsterdam 2023-2024

Master of Science (Computer Science)

Pune University 2012-2014

Certifications

Web Design for Usability 08/2020

The Interaction Design Foundation (IxDF). ID 81089-2020-416198

Certification in UI/ UX Designing 02/2020

DesignBoat UI/ UX School, Pune, India.

Tools

- Figma, FigJam
- Adobe Xd
- Sketch
- Photoshop
- Miro
- Jira