

# JASWANTH PINDIBOINA

UX/UI Designer | E-Commerce & Digital Product Design | Figma

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## PROFESSIONAL SUMMARY

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UX/UI designer with 5+ years designing user-centered digital experiences across web and mobile. Skilled at turning user behavior insights and business goals into intuitive, conversion-minded interfaces, landing pages, multi-screen web apps, high-fidelity prototypes, and scalable design systems in Figma. Strong in user research, usability testing, iterative design, and close developer collaboration for accurate implementation and QA, with working HTML/CSS knowledge. Excited to own and elevate an e-commerce site experience end-to-end.

## WORK EXPERIENCE

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### Founding Designer - Stealth Startup

*Dec 2024 - present*

Led end-to-end products development from discovery, strategy, design and development to launch. Partnered with founders to shape product vision, UX strategy, and roadmap decisions in a fast-paced startup environment.

- Created 100+ wireframes, user flows, prototypes, and high-fidelity designs to support product development and growth.
- Conducted user research, solved complex UX challenges, and collaborated closely with engineering teams to deliver user-centered solutions.
- Contributed to product strategy, branding, marketing assets, and business growth initiatives across multiple customer touchpoints.

### Deloitte (Internship) Fall 2024

*UX/UI Designer (Contract) - Savannah, GA*

- Designed wireframes, user flows, and high-fidelity, responsive prototypes in Figma for a multi-screen web application, iterating through multiple rounds of stakeholder and user feedback to refine the experience.
- Contributed to a shared design system by standardising UI components and patterns, ensuring visual consistency and scalability across every screen and user flow.
- Conducted user research with 15+ industry experts and synthesised findings into actionable insights that directly shaped design direction and feature prioritisation.
- Collaborated cross-functionally with 4 designers and 5+ product and engineering stakeholders, maintaining clear documentation of design decisions and version history across the project lifecycle.

### We agency (Jul 2021 – Jul 2022)

*UX/UI Designer (Remote) - Bangalore, India*

- Designed end-to-end product experiences in Figma from wireframes and user flows to high-fidelity, developer-ready mockups with thorough documentation supporting smooth engineering handoff.
- Applied working knowledge of HTML and CSS to collaborate closely with developers, bridging design intent with technical constraints and supporting accurate implementation and QA.
- Incorporated usability testing feedback through iterative design cycles, refining interfaces to improve task completion, clarity, and overall user satisfaction, while collaborating asynchronously with a globally distributed team.

## SELECTED PROJECTS

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### Sage AI - Geospatial Decision-Support Web Platform

- Designed a data-rich, accessible interface in Figma with clear data visualisations, contributing to a design system that kept a complex multi-screen web application consistent and scalable.
- Used AI tools (Claude, ChatGPT) to accelerate ideation, rapidly generate concepts, and explore design variations before committing to a final direction.

### Waybot - Interactive Navigation Assistant (Kiosk & Web App)

- Led end-to-end product design, user research, journey maps, personas, accessible wireframes, and high-fidelity UI in Figma, partnering with cross-functional stakeholders to balance real user needs with business goals and technical feasibility.

## SKILLS

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**UX/UI Design:** Wireframing, Prototyping, High-fidelity UI, Landing pages, Responsive web design, Interaction design, Information architecture, User flows

**Research & Testing:** User interviews, Usability testing, A/B testing, Heuristic evaluation, Journey mapping, Personas, Empathy mapping, Iterative design

**Design Systems & Tools:** Component libraries, Design tokens, Consistency audits, Scalable UI patterns, Figma, Adobe Photoshop, Adobe Illustrator

**Front-End, Collaboration & AI:** Basic HTML & CSS, Developer handoff, Design QA, Cross-functional teamwork, Async communication, Stakeholder alignment, Documentation, AI-assisted ideation (Claude, ChatGPT)

## EDUCATION

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**M.A. Interactive Design,** Savannah College of Art and Design (SCAD), Dec 2024

**B.Tech Electronics & Computers,** Reva University, Jun 2020