

HEMANT P. PAWALE

Lead Product Designer | UI/UX Strategy & Design Leadership

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PROFESSIONAL SUMMARY

Lead Product Designer with 13+ years of experience delivering end-to-end product design across Banking & Fintech, Enterprise SaaS, PropTech, and Web3/Sustainability platforms, including direct BFSI enterprise experience at Wipro Technologies. Proven track record leading discovery through user research and usability studies, converting findings into actionable personas, journey maps, and prioritized design decisions. Applies heuristic evaluation, A/B testing, and behavioral data analysis to deliver measurable outcomes, including a **25% reduction in task completion time** and a **40% reduction in design-to-development handoff time**. Builds and governs scalable Figma design systems of 80+ components with developer-ready documentation, and uses AI-integrated workflows (Claude, ChatGPT, Figma AI) to accelerate research synthesis and competitive analysis in Agile product teams.

CAREER HIGHLIGHTS

- **13+ Years of Expertise:** End-to-end UI/UX and product design across BFSI, Enterprise SaaS, PropTech, and Web3/ESG domains.
- **Workflow Optimization:** Reduced task completion time by 25% on core enterprise workflows through research-led journey redesign.
- **Design System Scalability:** Cut design-to-development handoff time by 40% with a tokenized Figma design system used across 5+ products.
- **Research & Analytics:** Led 15+ research and usability sessions and rebuilt SaaS analytics dashboards, cutting reporting time by 30%.

CORE COMPETENCIES & KEY SKILLS

- **UX Strategy & Process:** User-Centered Design (UCD), User Research, Usability Testing, User Flows, Journey Mapping, Wireframing, Prototyping, Interaction Design, Information Architecture, UX Strategy, Design Thinking, A/B Testing.
- **UI & Visual Design:** UI Design, Dashboard & Admin Panel Design, Data Visualization, Design Systems, Component Libraries, Design Tokens, Responsive & Mobile-First Design, Accessibility (WCAG 2.1).
- **AI-Augmented Workflows:** Claude AI, ChatGPT, Perplexity, Lovable AI, Figma AI, UX Pilot, Framer AI — used for research, ideation, brainstorming, wireframing, prototyping, UX copywriting, and design optimization.
- **Tools & Technology:** Figma (Auto Layout, Variables, Prototyping, Dev Mode), Adobe XD, Photoshop, Illustrator, Miro, Zeplin, Jira, Asana, Notion, HTML, CSS (Basic).
- **Collaboration & Domain:** Agile/Scrum, Stakeholder Management, Developer Handoff, Design QA, Enterprise SaaS, Banking & Fintech, Web3/Blockchain UX.

PROFESSIONAL EXPERIENCE

Lead UI/UX Designer — Impactity Pvt. Ltd. Jul 2021 – Present

Cleantech & Sustainability Technology (Web3, Blockchain, IoT, Circular Economy)

- Own end-to-end UX/UI design for enterprise Web3, IoT, ESG, and sustainability platforms, translating complex data and workflows into intuitive, decision-ready experiences.
- Lead user research, stakeholder discovery, journey mapping, and usability testing to identify friction points and improve critical product workflows.
- Conducted 15+ research and usability sessions, using insights to improve dashboard usability, information architecture, and end-to-end user journeys.
- Designed and governed an 80+ component Figma design system across 5+ products, ensuring consistency, scalability, and efficient developer handoffs.
- Partner with Product, Engineering, Business, and Leadership teams to translate product requirements into user flows, wireframes, prototypes, and high-fidelity interfaces.
- Design complex data visualization, analytics dashboards, workflows, and responsive enterprise interfaces, with emphasis on accessibility and WCAG-aligned experiences.

- Integrate AI tools such as ChatGPT and Claude into UX research, competitor analysis, ideation, and accessibility review workflows.
- Mentor designers through design critiques, design-system governance, UX research practices, and quality reviews, helping establish consistent design standards across teams.

Key Projects Delivered at Impactity:

- **ImpactTrace:** Designed a Digital Product Passport platform covering onboarding, product data capture, LCA impact analysis, and verifiable chain-of-custody passports.
- **RITA One:** Designed an enterprise ESG reporting platform for industrial groups, with data collection, verification, and audit-ready disclosure workflows across multiple countries and legal entities.
- **NFT Marketplace:** Designed a role-based Web3 platform spanning the creator workspace, a five-stage review workflow, and a public marketplace with auctions and bidding.
- **ServCare (Web & Mobile):** Redesigned a CPCB-certified waste-management booking platform and the Android/iOS app for appliance repair and e-waste pickup.

Senior UI/UX Designer — Kyros Corporate Services Pvt. Ltd. Nov 2019 – Jun 2021

B2B SaaS CRM & Analytics Platform for Growth Teams

- Led UX/UI design for a B2B SaaS CRM and analytics platform, covering customer lifecycle, lead management, sales pipeline, and reporting workflows.
- Translated business requirements and user needs into user journeys, information architecture, wireframes, prototypes, and high-fidelity product interfaces.
- Redesigned administration and analytics dashboards, improving KPI visibility, information hierarchy, and cutting reporting time by 30%.
- Simplified lead management, pipeline tracking, customer segmentation, and sales workflows through task-focused interaction design.
- Created reusable Figma components, UI patterns, and design documentation to maintain consistency across the SaaS platform.

UI/UX Designer — XRBIA Developers Ltd.

Nov 2018 – Oct 2019

Real Estate & Construction (PropTech)

- Designed digital experiences for property discovery, booking, payments, and document management across web and mobile platforms.
- Redesigned property search and discovery journeys, improving navigation, information hierarchy, and overall usability.
- Created user flows, wireframes, prototypes, and high-fidelity responsive interfaces based on business requirements and user needs.
- Established reusable Figma components, UI patterns, and design documentation to support consistent product experiences.

UI/UX Designer — Wipro Technologies

Sep 2016 – Oct 2018

Enterprise Banking & Customer Experience Platform (Retail & Commercial Banking)

- Designed user experiences for retail and commercial banking applications, covering payments, fund transfers, loan servicing, and customer onboarding.
- Created wireframes, prototypes, and high-fidelity UI designs for complex financial workflows and transaction journeys.
- Designed enterprise dashboards, administrative interfaces, forms, tables, and data-heavy workflows for banking users.
- Developed reusable UI components and design patterns to maintain consistency across enterprise banking applications.

UI/UX Designer — Convergys India Pvt. Ltd.

Sep 2013 – Aug 2016

Customer Engagement & Digital Contact Center Platform

- Designed supervisor-facing admin dashboards visualizing agent performance, CSAT, and operational KPIs.
- Built component libraries and design standards for consistent experiences across contact-center tools.
- Ran user research, usability testing, and heuristic evaluations, translating findings into design improvements.

EDUCATION

Master of Computer Science (MCS)

Jun 2010 – Mar 2013

Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (2010 – 2013)

CERTIFICATIONS

- **Generative AI for UI/UX Design** — IBM (Coursera). Applied Generative AI to UI/UX ideation and research synthesis.
- **Foundations of User Experience (UX) Design** — Coursera / Google UX Design Certificate
- **UX Design Process: Empathize, Define, and Ideate** — Coursera / Google UX Design Certificate
- **Build Wireframes and Low-Fidelity Prototypes** — Coursera / Google UX Design Certificate
- **Conduct UX Research and Test Early Concepts** — Coursera / Google UX Design Certificate
- **User Experience Design** — iMAGINXP, Pune. DQ Score: 8.4
- **Develop Generative AI Applications** — IBM (Coursera)

LANGUAGES

English | Hindi | Marathi