

HEMANT P. PAWALE

Lead UI/UX / Product Designer

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PROFESSIONAL SUMMARY

Lead UI/UX Designer with 12+ years of experience owning end-to-end product experience across Web, Mobile, and Admin platforms in banking, enterprise SaaS, real estate, and Web3/sustainability domains. **Proven expertise in structured user flows, information architecture, wireframing, prototyping, and scalable Figma design systems** that reduce user confusion, prevent costly rework, and ensure UI consistency across multi-product portfolios. Skilled at converting raw stakeholder discussions into structured, developer-ready design documentation, and comfortable operating in AI-first design environments — using AI tools for UX research, wireframe suggestions, accessibility validation, and layout optimization. Adept at cross-functional collaboration with product managers, engineers, and stakeholders in Agile/Scrum environments to deliver measurable improvements in usability, task efficiency, and business outcomes.

- 12+ years owning enterprise product UX across Web, Mobile, and Admin platforms in banking, SaaS, real estate, and Web3/blockchain domains.
- Built scalable Figma design systems (80+ components) with structured, developer-ready documentation that reduced design-to-dev handoff time by ~40% and improved consistency across 5+ products.
- Led 15+ user research and usability testing sessions — including AI-assisted UX and accessibility validation — driving measurable improvements, including a ~25% reduction in task completion time.

CORE SKILLS

- **UX Design & Process:** UX Design, User-Centered Design (UCD), User Research, Usability Testing, User Personas, Structured User Flows, Customer Journey Mapping, Wireframing, Prototyping, Interaction Design, Information Architecture, UX Strategy, Design Thinking, Heuristic Evaluation, Edge-Case Flow Validation, Design Documentation
- **UI & Visual Design:** UI Design, Dashboard & Admin Panel Design, Data Visualization, Design Systems, Component Libraries, Design Tokens, Responsive & Adaptive Layouts, Mobile-First Design, Accessibility & WCAG 2.1 Compliance, A/B Testing, Product Strategy, Visual Design
- **Tools & Technology:** Figma (Auto Layout, Variables, Prototyping, Dev Mode), Adobe XD, Adobe Creative Suite (Photoshop, Illustrator), Sketch, InVision, Miro, Zeplin, Jira, Asana, Notion, HTML/CSS (Basic), AI-Integrated Design Workflows (Claude) for UX research, competitor analysis, wireframe suggestions, UX copy improvement, and layout/accessibility optimization
- **Collaboration & Domain:** Agile/Scrum, Cross-Functional Collaboration, Stakeholder Management, Developer Handoff Documentation, Design Version Control, Client-Facing UX Communication, Design QA, Enterprise SaaS UX, Banking & Fintech UX, Web3/Blockchain UX

PROFESSIONAL EXPERIENCE

Lead UI/UX Designer, Impactity Pvt. Ltd.

Jul 2021 – Present

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

- Led end-to-end UX design for enterprise Web3, IoT, and sustainability platforms, transforming complex blockchain and ESG data into intuitive, user-centered dashboards and streamlined product workflows
- Designed impact-tracking dashboards and end-to-end user journeys through 15+ user research sessions, wireframing, prototyping, and usability testing, reducing task completion time by ~25% for sustainability metrics workflows
- Built and maintained a scalable Figma design system with 80+ components and design tokens, reducing design-to-dev handoff time by ~40% and ensuring consistency across 5+ products
- Collaborated closely with product managers, engineers, and stakeholders in Agile teams — maintaining structured design documentation and developer handoff notes — to deliver responsive, accessible (WCAG-aligned), and data-driven digital products through continuous user research, usability testing, and iterative design improvements.

Sr. UI/UX Designer, Kyros Corporate Services Pvt. Ltd.

Nov 2019 – Jun 2021

B2B SaaS CRM & Analytics Platform for Growth Teams

- Led UX strategy for a B2B SaaS CRM platform, redesigning customer lifecycle, lead management, and sales pipeline workflows to improve usability and streamline enterprise operations
- Redesigned internal admin analytics dashboards through user research, wireframing, prototyping, and usability testing, cutting KPI report generation time by ~30% and improving data-driven decision-making for sales teams
- Simplified lead management, pipeline tracking, and customer segmentation workflows by improving navigation, task flows, and interaction design, enhancing the overall CRM user experience

UI/UX Designer, XRBIA Developers Ltd.

Nov 2018 – Oct 2019

Leading Construction Company, Pune

- Redesigned customer-facing workflows for property search, payment tracking, document management, and project updates, simplifying complex, multi-step processes into intuitive, seamless user experiences across web and mobile
- Led end-to-end UX design for property discovery, booking, and customer journey experiences, leveraging user research, wireframing, prototyping, and usability testing to improve engagement and reduce user drop-off
- Built and maintained scalable Figma design systems, reusable component libraries, and interactive prototypes — backed by structured design documentation for developer handoff — improving design consistency and accelerating collaboration between design and development teams

UI/UX Designer, Wipro Technologies

Sep 2016 – Oct 2018

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

- Redesigned payment, fund transfer, loan servicing, and customer onboarding workflows using user flows, interaction design, and usability best practices, simplifying complex banking processes for retail and commercial customers
- Designed intuitive dashboards and admin interfaces for retail and commercial banking applications, improving information architecture and delivering seamless, consistent experiences across web, mobile, and admin platforms
- Built and maintained scalable Figma design systems, reusable component libraries, and design tokens, ensuring accessible (WCAG-conscious), consistent, and scalable user interfaces across enterprise banking applications

UI/UX Designer, Convergys India Pvt. Ltd.

Sep 2013 – Aug 2016

Customer Engagement & Digital Contact Center Platform for a global BPO serving Fortune 500 clients

- Designed supervisor-facing admin dashboards to visualize agent performance, customer satisfaction (CSAT), and operational KPIs, enabling data-driven decision-making and improving operational visibility
- Built and maintained scalable Figma design systems, reusable component libraries, and design tokens to ensure consistent, accessible user experiences across web and mobile contact center applications
- Conducted user research, usability testing, and heuristic evaluations to identify usability issues, delivering design improvements — supported by structured UX documentation — that enhanced task efficiency and overall user experience

PROJECTS

Featured projects demonstrating end-to-end UX design, product strategy, information architecture, prototyping, and scalable design systems:

- **Impactility** — Owned end-to-end UX for a Web3/IoT/ESG clean-tech platform — from the public marketing site to a responsive enterprise web app — turning blockchain, self-sovereign identity, and IoT sensor data into actionable sustainability dashboards over a 9-month discovery-to-launch engagement
- **ImpactTrace** — Designed a Digital Product Passport and traceability platform end-to-end — organization onboarding, multi-step product data capture, LCA impact analysis, traceable label creation, and shareable, verifiable chain-of-custody passports for supply-chain transparency
- **NFT Marketplace** — Designed an enterprise-grade, role-based Web3 platform spanning the creator workspace, a five-stage content/legal/finance review workflow, key and metadata management, and a public marketplace with auctions and bidding — ensuring every on-chain action stayed traceable and reversible until the final step
- **Rita One** — Designed RITA, an enterprise ESG reporting platform for large industrial groups managing sustainability data across multiple countries and legal entities — building data collection, verification, and audit-ready disclosure workflows with light/dark theming over a 7-month rollout

- **ServCare Website** — Redesigned a CPCB-certified waste-management booking platform — pincode serviceability checks, e-waste pricing, and reward-based pickup booking — so a first-time visitor could complete a booking in minutes
- **ServCare App** — Designed the Android & iOS consumer app for appliance repair and e-waste pickup — covering diagnosis, scheduling, online payment, and order tracking — turning a multi-service operations business into a single, streamlined booking flow

EDUCATION

Master of Computer Science (MCS) — MGM College, Aurangabad

Dr. Babasaheb Ambedkar Marathwada University, Aurangabad | 2010 – 2013

CERTIFICATIONS

User Experience Design — iMAGINXP, Pune

Demonstrated proficiency in User Experience Design (DQ Score: 8.4)

LANGUAGE

English | Hindi | Marathi