

# Vishwa Gandhi

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[Portfolio](#) [Behance](#) [Dribbble](#) [LinkedIn](#)

## EDUCATION

Nirma University, Ahmedabad

August 2018-May 2022

B.TECH | Computer Science & Engineering

## EXPERIENCE

### Armakuni | Senior UI/UX Designer

UK(Remote)

December 2024 – Present

Figma | UX Research | SaaS UX | Design Systems | Data Visualization

- Led end-to-end UX for **AI-driven SaaS platforms** across Management, Marketing, and Agri-Tech, translating complex business requirements for over **10K+ active users**.
- Drove significant product performance, achieving a **32% increase in feature adoption** and a **24% conversion uplift** by optimizing core user funnels via rigorous iterative design and testing.
- Spearheaded the UX/UI for **RYNOtrax 2.0 (Call Intelligence Platform)**, designing complex dashboards for sentiment and performance scoring that **reduced the time-to-insight for marketing users by an estimated 35%**.
- Directed the dual-platform mobile redesign for **Silal (Agri-Tech App)**, streamlining complex data and engineering the multi-language UI (English, Arabic, Urdu) to drive a **30% increase in data adoption**.
- Architected and governed a robust, token-based modular Design System (Figma), significantly **improving design-to-development handoff efficiency**.
- Simplified data-heavy information architecture across various admin portals, resulting in a **25% reduction in clicks** for core management tasks and minimizing the need for technical support.

### Simform Solutions | UI/UX Designer

Ahmedabad, India.

January 2022 – December 2024

Figma | UX Research | Web-app Designs | Design Systems | Mobile Application UI

- **Pioneered high-impact design solutions** across **5+ major industry domains** (Finance, Music, EdTech) for U.S.A and UAE based clientele, successfully aligning user needs with aggressive business KPIs.
- Quantifiably improved key product metrics, achieving a **16% retention uplift** and **56% faster user task completion** through iterative prototyping and rigorous usability testing.
- Designed the **Top-Voted** platform, utilizing a gamified "Pairwise Match-Off" mechanic that drove a **3x increase in user votes-per-session** and enabled the calculation of a proprietary "**Bolt Score**" ranking system.
- Led the UX/UI overhaul for the data-heavy **First In Math Educator Portal**, designing streamlined workflows for **3 user types** (Admin, Teacher, Principal). This effort is estimated to have **reduced administrative task time by 40%** and **onboarding friction by 35%**.
- Led the end-to-end design for **Prazor (Christian Music Streaming Platform)**, creating coherent UX/UI across the consumer mobile app and a robust Admin Portal, resulting in a **40% increase in content manager efficiency** for curation.
- Built and governed enterprise-grade Design Systems, ensuring **100% UI consistency** and **reducing frontend technical debt** across scaling web and mobile applications.
- Streamlined the product delivery lifecycle by bridging the gap between design and development, accelerating feature release cycles while mentoring the team on component-based thinking.

### Techmates | UI/UX Intern

New Zealand

May 2021 – July 2021

Figma | UserFlows | Persona Development | Onboarding Optimization

- **Designed the Payzee payment wallet app and web platform**, ensuring intuitive user journeys and cohesive visual design across mobile and web interfaces.
- **Conducted foundational usability sessions** and translated stakeholder and user feedback into product enhancements for smoother onboarding and core functionality.

## SKILLS

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- **Designing Tools and Prototyping:** Figma, FigJam, High-Fidelity Mockups, Interactive Prototyping (Figma), Wireframing, Visual Design, Adobe XD
- **UX Strategy and Research:** Information Architecture (IA), User Flows, Persona Development, Usability Testing, A/B Testing, Qualitative/Quantitative Research, Heuristic Evaluation, Competitive Analysis.
- **Design Systems & Operations:** Design System Architecture (Token-Based), Component Library Management, Design-to-Dev Handoff, Style Guide Governance, Accessibility (WCAG).

## NOTABLE WORK

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### Microsoft Design Challenge, Project FIIT

#### *Surveys | Wireframes | Cross-platform Mockups*

- Synthesized quantitative and qualitative user research, including **surveys** (N=85) and **expert interviews**, to define user personas and **identify key pain points** regarding work-life balance and physical strain.
- Conceptualized and executed a **high-fidelity wellness solution** featuring "micro-break" tutorials (5 mins/hour), **gamified retention mechanics**, and adaptive "Work from Home" vs. "Office" modes to personalize the user experience.
- Architected the complete **Information Architecture and Interaction design**, translating complex health data into an intuitive dashboard that **synchronizes real-time stats across devices** for seamless user tracking.
- Selected among the **top 12 finalists nationally** in the Microsoft Design Challenge.