

Rupesh Lingayat

Senior UX / Web Designer

UX and Web Designer with over 10 years of experience in user experience (UX), web design, and visual design. Specialises in creating user-centred and scalable web and mobile experiences by combining research, strategy, interaction design, and strong visual design principles. Experienced in delivering intuitive, accessible, and engaging digital interfaces that generate measurable business value and improve user satisfaction. Collaborates closely with product, engineering, and business teams to transform complex requirements into effective and user-friendly digital solutions

www.rlportfolio.info

WORK EXPERIENCE

OptimizeApp, Kuwait

Senior UX Designer (Full-Time | 40 Hours Per Week)

July 2023 – Present

Responsible for overseeing the complete user experience of the Optimize's mobile, desktop and partnered platforms.

- Lead the end-to-end user experience for OptimizeApp's mobile and web platforms, ensuring alignment with product strategy, business objectives, and user needs.
- Conduct user research including stakeholder workshops, interviews, usability testing, and behavioural analysis to uncover insights and identify opportunities for product improvement.
- Design user flows, information architecture, wireframes, high-fidelity interfaces, and interactive prototypes, ensuring usability, accessibility, and consistency across devices.
- Establish and maintain scalable design systems and collaborate closely with product managers, developers, and stakeholders to deliver user-centred and technically feasible solutions.
- Drive data-informed design decisions, optimize user journeys to improve engagement and conversions, and support continuous product growth initiatives.
- Lead design reviews, provide UX guidance across teams, manage multiple projects within Agile workflows, and ensure high-quality implementation throughout the product lifecycle.

SKILLS

UX Design & Research

User Research
Usability Testing
Persona Development
Journey Mapping
Information Architecture

Interaction & Interface Design

Wireframing
Prototyping
UI Design
Design Systems
Responsive Design
Accessibility (WCAG)

Development Collaboration

HTML
CSS
Design Handoff
Agile Workflows

Accenture Solutions Pvt. Ltd., Mumbai

Media and Graphics Design Analyst (Full-Time | 45 Hours Per Week)

August 2019 – July 2023

UX, UI and visual design for U.S. based pharmacy and healthcare company.

- Designed and delivered digital and UI solutions for online platforms,

TOOLS

Design & Prototyping

Figma
Adobe XD
Sketch

Research & Analytics

ensuring alignment with brand guidelines, usability standards, and business objectives.

- Created and optimized user interfaces for e-commerce platforms, focusing on improving usability, visual hierarchy, and overall customer experience.
- Developed responsive and scalable UI components based on established design systems and content requirements.
- Prepared development-ready design specifications, layouts, and assets, ensuring seamless handover and efficient implementation.
- Collaborated closely with developers and cross-functional teams to translate design concepts into functional, user-friendly interfaces.
- Conducted accessibility and usability improvements, optimized interfaces for multiple devices, and continuously refined designs to enhance performance, consistency, and engagement.

Mixpanel
Smartlook

Collaboration

JIRA

Creative Tools

Photoshop

Illustrator

InDesign

AI Tools

ChatGPT

Gemini

Nine Square Solutions LLP.

Web and Graphic Designer (Full-Time | 54 Hours Per Week)

May 2016 – August 2019

UX, Product and Graphic Design for Mobile Applications and Web Platforms.

- Delivered end-to-end UX design for multiple mobile and web applications across education, business, and enterprise domains, focusing on usability, scalability, and user engagement.
- Conducted user research and stakeholder discussions to understand business goals, user needs, and product challenges, translating insights into actionable design strategies.
- Developed information architecture including sitemaps, user flows, and content structures to enable intuitive navigation and seamless user journeys.
- Designed wireframes, high-fidelity interfaces, mockups, and interactive prototypes to support product development and improve user experience.
- Created visual and graphic design assets such as branding elements, marketing creatives, and digital content to support product communication and enhance overall user engagement.
- Collaborated closely with developers and cross-functional teams to ensure smooth handover, technical feasibility, and high-quality implementation, while also delivering responsive web solutions.

CERTIFICATES

Google User Experience Design (July 2022)

Fundamentals of Project Planning and Management

University of Virginia Darden

School of Business (Feb 2023)

EDUCATION

Graduated with BSc. IT. from
University of Mumbai (2014)

LANGUAGES

English, Marathi, Hindi

CONTACT DETAILS

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Linked in: rupesh-lingayat

Arati Cards, Mumbai

Web and Graphic designer (Full-Time | 54 Hours Per Week)

February 2015 – May 2016

Web and Graphic Design for Commercial Campaigns

- Designed and updated website layouts, page structures, and UI components to improve usability, visual consistency, and responsive user experiences.

- Collaborated with clients to gather business requirements and translate branding guidelines into effective digital solutions.
 - Planned and managed website deliverables, timelines, and content updates to ensure high-quality output within project deadlines.
 - Reviewed and validated design outputs to maintain accuracy, cross-browser compatibility, and alignment with business and user requirements.
 - Maintained and enhanced websites to support ongoing business needs, ensuring performance, scalability, and alignment with user expectations.
 - Created graphic design assets including banners, marketing creatives, branding elements, and digital visuals to strengthen brand identity and support online campaigns.
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Navneet Infotech

Web and Graphic designer (Full-Time | 48 Hours Per Week)

January 2014 – January 2015

Web and Graphic Design for Digital Brand Experiences.

- Collaborated with clients to understand business goals and translate requirements into effective website design, development, and enhancement solutions.
 - Assisted in preparing Scope of Work (SOW) documents, including feature validation, estimation, and stakeholder alignment.
 - Planned project deliverables, timelines, and workflows to ensure high-quality output within defined deadlines.
 - Designed wireframes, high-fidelity UI, and content structures to create intuitive, user-centred and responsive digital experiences.
 - Created web graphic assets such as banners, icons, style guides, and digital components to support branding and enhance visual consistency across platforms.
 - Managed project execution and collaborated with cross-functional teams to ensure timely delivery, design quality, and seamless implementation across devices.
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Independent Web, Digital and Graphic Design Consultant

Dimension Advertising

GST NO: 27AHLPL1549H!Z5

Registered Business | India

Part-Time / Project-Based (Concurrent with Full-Time Employment)

2017 – Present

Operate a registered design and digital services business providing Web, and graphic design solutions to startups and businesses across multiple industries. Responsible for end-to-end project execution, client management, and delivery of digital products aligned with business and user requirements.

Key Responsibilities:

- Consult with clients to analyse business requirements and translate them

into structured UX, UI, Web and Digital design solutions for websites, web applications, and marketing platforms.

- Plan, design, and deliver responsive websites and digital interfaces.
- Develop business pitch decks, presentation designs, and digital communication materials to support client acquisition, investor engagement, and strategic growth.
- Create brand identity systems, social media campaigns, and digital marketing assets.
- Coordinate printing and production of branded materials including brochures, packaging, and commercial collateral, ensuring quality control and timely delivery.
- Manage full project lifecycle including requirement gathering, estimation, scheduling, stakeholder communication, quality validation, and post-delivery support.