

# Rupesh Lingayat

User Experience Designer

With over **10+ years of experience in visual and UX design**, I specialize in creating user-centered, scalable, and data-driven digital products for web and mobile platforms. I bring expertise in research, strategy, interaction, and usability, ensuring solutions that deliver measurable business value while enhancing user satisfaction. I collaborate closely with product, engineering, and business teams to transform complex requirements into intuitive, accessible, and engaging experiences.

[www.rlportfolio.info](http://www.rlportfolio.info)

---

## WORK EXPERIENCE

### OptimizeApp, Kuwait

Senior UX Designer  
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

User Research  
Information Architecture  
Storyboarding  
Wireframing  
Typography  
UI Design  
Prototyping  
Usability Testing  
HTML & CSS

## TOOLS

Figma  
Sketch  
Adobe XD  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
JIRA  
Mixpanel

---

### Accenture Solutions Pvt. Ltd., Mumbai

Media and Graphics Design Analyst  
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, ensuring alignment with brand guidelines, usability standards, and business

---

## CERTIFICATES

**Google User Experience Design (July 2022)**

**Fundamentals of Project Planning and Management**  
University of Virginia Darden

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.

School of Business (Feb 2023)

---

## EDUCATION

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

---

## LANGUAGES

English, Marathi, Hindi

---

## CONTACT DETAILS

Mobile: +91 8082636373

Email: lingayatrupeshd@gmail.com

Linked in: rupesh-lingayat

---

## Nine Square Solutions LLP.

Web and Graphic Designer  
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.

---

## Arati Cards, Mumbai

Web and Graphic designer  
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.

---

## **Navneet Infotech**

Web and Graphic designer

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.