

Abhinab Pattjoshi

Lead UX Designer immediate join | 6+ years of UX Design

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[LinkedIn Profile](#) | [Portfolio Website](#)

Summary

Experienced UX Designer with 6+ years of creating user-focused designs and leading teams to build innovative products with a total over 9 years of experience. I've successfully mentored designers, set up design processes, and driven results, like increasing user adoption by 14% with the Certification Center for Percipio, making certifications easier to find. Using User-Centered Design and behavioral methods, I've improved experiences through research, interviews, and solutions like AI assistants and study groups. Seeking a Lead UX Designer role to drive design quality and product success.

Work Experience

- **Skillsoft, Sr. UX Designer and Researcher (Jul 2023 – May 2025)**
 - Led UX design initiatives for Percipio web and mobile app, ensuring alignment with product goals and user needs.
 - Conducted comprehensive UX audits and reviews, providing strategic recommendations to enhance user experience.
 - Trained and mentored the India-based design team, fostering skill development and adherence to best practices.
 - Collaborated closely with stakeholders, product managers, and developers to define and implement design strategies.
 - Streamlined design operations and handoff processes, improving integration across internal platforms.
 - Contributed to the optimization of a complex design system, ensuring scalability and consistency.
- **Intellect, Sr. Product Designer (Nov 2022 – Apr 2023)**

- Spearheaded the definition of product vision and design for web and mobile interfaces, aligning with business objectives.
- Led user research and competitive analysis efforts, informing product strategy and design decisions.
- Mentored and guided design teams, establishing efficient design processes that accelerated development timelines.
- Oversaw the creation of wireframes, prototypes, and interactive mockups, ensuring high-quality design deliverables.
- Collaborated with developers to ensure seamless implementation of designs.
- Contributed to the development and maintenance of the mobile design system.
- Implemented data-driven improvements to content discovery, enhancing user engagement.
- Developed and led a UX-focused localization process to cater to diverse user bases.
- Conducted design reviews, providing constructive feedback to refine product features.
- **Legato Healthcare Technology, Sr. UX Designer & Researcher (Aug 2021 – Nov 2022)**
 - Led the design of intuitive digital platforms using design thinking methodologies, resulting in improved treatment frequency analysis.
 - Directed data visualization enhancements that increased operational efficiency by 30% and claim accuracy by 50%.
 - Oversaw the development of online systems for seamless data sharing in healthcare programs.
 - Applied Object-Oriented UX principles to create user-friendly experiences based on research insights.
 - Designed dashboards and interfaces that boosted user engagement and streamlined workflows.

- Facilitated stakeholder workshops to gather and align business and UX requirements.
- Ensured adherence to UCD processes and compliance standards in data-heavy interfaces.
- Collaborated with engineering teams to integrate designs with the internal design system.
- Partnered with product managers, engineers, and stakeholders to drive continuous product improvements.
- Conducted user interviews and usability tests, using findings to refine product features.
- **17dNorth, UI UX Design Lead (Jul 2019 – Aug 2021)**
 - Led a design team of 7 professionals at a design agency, overseeing the entire UX process for diverse projects including mobile apps, websites, and admin panels.
 - Developed and executed strategies for redesigning and launching multiple digital products, ensuring they met client objectives and user needs.
 - Created and maintained comprehensive design systems and guidelines, promoting consistency and efficiency across projects.
 - Delivered high-impact, user-centric designs that drove lead generation, marketing success, and user engagement for various clients, including startups.
- **EA Games, UX Designer II (Consultant) (Apr 2018 – Apr 2019)**
 - Directed the complete UX redesign of key features for EA's Bejewelled Classic and PVZ Free Tournament, significantly enhancing user experience.
 - Developed a comprehensive UX strategy informed by business analysis and social media research, optimizing user engagement.
 - Led user research initiatives, including planning and conducting interviews, to identify and address user pain points and goals.
 - Collaborated with cross-functional teams to ensure project alignment and timely delivery.

- Contributed to and maintained a robust design system, delivering high-quality UI designs that adhered to usability and aesthetic standards.
- **Zensar Technologies, Sr. Software Engineer UI UX** (Aug 2016 – Apr 2018)
 - I was responsible for creating UI Elements, user testing and observing for casino games, and creating wireframes based on game design and spec documents.
- **ASK-EHS pvt. ltd, Project Assistant UI UX Animation** (Nov 2013 – Apr 2015)
 - I was responsible for recruitment, pipeline setting, creative direction, storyboards, and wireframing, client communication, milestone, technical breakdown, planning, scheduling, executing, tracking, and managing the project team.

Skills

Leadership & Management:

- Team leadership and mentorship
- Stakeholder management
- Project management
- Design process establishment

UX Strategy:

- UX vision and strategy
- Product requirement analysis
- Information architecture
- Design thinking

Design Skills:

- UI/UX design
- Interaction design
- Wireframing and prototyping
- Design systems

Research & Testing:

- User research
- Usability testing
- A/B testing
- Data analysis

Tools:

- Figma, Sketch, Adobe XD
- Zeplin, Abstract
- UserTesting, Qualtrics
- Jira, Confluence

Education

- **M.Sc Psychology (ongoing)**, Andhra University | 2024–2025
- **PGD in Computer Science**, IIIT-Bangalore | 2018–2019
- **Design Diploma**, AANDA | 2012–2013
- **HFI CUA & CXA** - ongoing

Portfolio

- [Sample Case Study](#)
- [UX Research Summary](#)

Declaration

I hereby declare that the above information is true to the best of my belief. I am seeking job opportunities as a Lead UX Designer to leverage my expertise in driving design innovation and team success.

Abhinab Pattjoshi