RAM MEHTA

Senior Product Designer (UI/UX) | Design Manager

Product Designer with 6+ years of experience driving business impact through UX across fintech, gaming, and B2C platforms. Proven track record of improving conversion (20%+), engagement (35%+), and usability through data-driven design and scalable design systems.

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Experience

Bajaj Capital Ltd / Manager UI/UX

DEC 2024 – PRESENT

- Led end-to-end UX design for mutual fund and retirement platforms, improving task completion by ~25% and reducing drop-offs for thousands of users.
- Built scalable design systems and dashboards, reducing handoff time by 30% and improving team efficiency by ~20%.
- Owned UX strategy and collaborated with stakeholders to align business goals with user needs.

Witzeal Technologies Pvt. Ltd / Product Designer

DEC 2022 – NOV 2024

- Designed end-to-end UX for gaming products (Poker, Callbreak, Teen Patti), boosting engagement by ~35% and improving new user conversion by ~20%.
- Conducted user research and usability testing to identify friction points, enhancing retention across mobile and web platforms.
- Delivered scalable design solutions and received Silver Coin Award for outstanding performance.

B2C Info Solutions / Senior UI/UX Designer

NOV 2021 – NOV 2022

- Designed UX across healthcare, e-commerce, food, and travel platforms, including leading FinPlan to boost engagement by ~15%.
- Managed a team of 4 designers, ensuring timely delivery and high-quality output.
- Improved design consistency by building reusable UI components and scalable systems.

Growth Wings / UI/UX Designer

FEB 2020 – OCT 2021

- Created wireframes, prototypes, and high-fidelity designs for web and mobile applications.
- Conducted user research and usability testing to validate decisions and improve UX.
- Collaborated with cross-functional teams to deliver iterative, user-focused solutions.

Education

UPES / B.Tech CSE

2016 – 2020

With a specialization in **Graphics & Gaming**.

Key Achievements

- Increased user engagement by up to 35% through improved UX strategies.
- Improved onboarding conversion rates by up to 20%.
- Reduced project delivery time by 30% through design system implementation.
- Successfully led and scaled design teams across multiple organizations.

Certifications

- Build Persuasive Product (2024)
- ChatGPT (2024)

Skills & Tools

Skills:
Interaction Design · Visual Design · Product Thinking & UX Strategy · User Research & Usability Testing Information Architecture · Design Systems · Wireframing & Prototyping · User Flows & Mockups

Tools:
Figma, Adobe XD, Photoshop, Illustrator, After Effects, Supabase, Netlify

AI Tools:
Antigravity, Lovable, Stitch, Vibecode app, Chat GPT, Gemini