

Aalap Vasavada

USER EXPERIENCE DESIGNER

To design the structure and flow of a digital solution for websites, mobile apps, software, etc.

WORK EXPERIENCE

Publicis Sapient — Remote Vadodara

<https://www.publicissapient.com/>

Lead Experience Design UX

November 2023 - Present

As a Lead Experience Design UX with a proven track record of delivering creative and impactful user experiences, I lead a talented team of designers, guiding them through the entire design process from initiation to execution.

My core strengths include:

- Collaborative Client Engagement: I work closely with clients to understand their needs and vision. I facilitate brainstorming sessions to generate innovative ideas and ensure all stakeholders are aligned.
- Strategic Project Management: I lead project execution by defining clear timelines, assigning tasks strategically to my team, and facilitating delivery discussions.
- Team Empowerment: I create a supportive and collaborative environment where each team member can thrive. I provide ongoing guidance, address concerns, and empower them to deliver their best work.
- User-Centric Focus: User-centered design approach, ensuring all projects prioritize intuitive and delightful user experiences.

Senior Associate Experience Design L2

December 2021 - October 2023

Design UX artifacts including experience maps, sketches, and wireframes as part of a team of Experience designers on a project geared towards delivering end-to-end digital products. Optimize and experiment with your designs with light prototypes, user testing, and rapid iteration to prove the best solution for the end user.

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PORTFOLIO WEBSITE

<http://aalap.me>

SKILLS

Design Thinking, User Research, Rapid Prototyping, Wireframes, Information Architecture, User Interface Design

TOOLS

- Figma
- Adobe Suite

LANGUAGES

Gujarati(Native), Hindi, English

HOBBIES

Playing Guitar, Music Production, Bike/Car Ride, Sports

Co-Founder

Leape Technologies — Vadodara

November 2020 - December 2021

- Spearheaded the launch of a boutique design and software development studio.
- Recruited and managed a team of skilled professionals.
- Focused on providing value-driven services to help businesses achieve their goals.

Design Lead UX/UI

PEaaS - a Finablr company — Vadodara

Currently known as Wizz Financial

<https://www.wizzfinancial.com/>

April 2017 - November 2020

As a design lead my responsibility is to work collaboratively with team members from other creative disciplines, business stakeholders, customers, and developers. I aim to follow a user-centric design process that involves design activities from conceptual design to wireframes and visual designs that specify a highly usable experience across a portfolio of product experiences.

Designer

TalentAnywhere Management Resources Pvt. Ltd.— Vadodara (Client - Mobile Tornado PLC, Israel)

<https://www.mobiletornado.com/>

January 2014 - March 2017

Being the sole designer of Mobile Tornado I worked on enhancing and maintaining a product that was already established in the market as a Push to Talk (PTT) mobile application. Worked with all teams (Dev, QA, BA) located in Israel as well as in Vadodara.

Web Designer

Darshan Softech Pvt. Ltd. — Vadodara

Currently known as Hexpress Healthcare Softech Private Limited

<https://www.hexpresshealthcare.co.in/>

March 2011 - January 2014

I was heading a team of 4 and was working on an E-commerce domain and selling lifestyle products in Europe and London. Visualizing website design concepts, online marketing materials, and mobile applications.

Senior Web Designer

Byte Grafix, — Vadodara

July 2010 - March 2011

As a senior designer, my duty was to handle the production process of dynamic and static websites from initial layout to final launch. Working closely with the development team to make sure that we are in line with the development team according to the design specifications.

Web and Graphic Designer

Design Consultant, — Vadodara

January 2010 - June 2010

I worked as a design consultant for some time and helped my clients to introduce their product or their company with a website, logos, banners, etc.

Web and Graphic Designer

Web Soluson, — Vadodara

January 2008 - December 2009

I took care of the production process of dynamic and static websites. Internal page layouts, content formatting, CSS creation. HTML files converted from photoshop documents, fixing errors..

Creative Designer

TUV-SUD South Asia Pvt. Ltd,— Vadodara

<https://www.tuv-sud.in/in-en>

February 2007 - July 2007

I worked designing flash presentation websites following the brand guidelines.

Web and Graphic Designer

A4u Solutions,— Vadodara

April 2006 - January 2007

Starting my professional journey as a designer from here, I got to learn in-depth knowledge of designing and developing dynamic and static websites.

WORK ETHICS

- An organized individual with the ability to efficiently multitask and meet aggressive timescales.
- Good communication skills help to liaise and work in vast teams.
- Involve in continuous research and learning of new trends and tools to be on par with the latest market trends.
- Adept at addressing challenges and proactively providing solutions.

Udemy — *Product Design in AI*
2024

Human Factor Internation — *Certified Usability Analyst Certification (CUA)- Training Certification*
2022

The Interaction Design Foundation — *Design Thinking*
Denmark
2017-2018

The Interaction Design Foundation — *Human-Computer Interaction*
Denmark
2017-2018

Arena Multimedia — *(Advanced Diploma in Multimedia -Web Page, Digital/Multimedia and Information Resources Design)*
Vadodara
2002-2005

Maharaja Sayajirao University — *Bachelor of Commerce*
Vadodara
2000-2005