

SANJAY VERMA

Senior UI/UX Designer | Product Design | Design Team Lead

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Professional Summary

Senior UI/UX Designer with 5+ years of experience designing user-focused digital experiences across enterprise, SaaS, e-commerce, and web platforms. Experienced in end-to-end design, interaction design, design systems, responsive experiences, and design-to-development delivery using Figma. Currently leading design execution, mentoring designers, conducting design reviews, and collaborating closely with developers and stakeholders to translate business requirements into scalable user experiences. Strong hands-on understanding of both design and implementation, with experience working across complex digital journeys and conversion-focused interfaces. Currently exploring AI-assisted workflows and AI-first interaction patterns, including prompt-driven experiences and LLM-enabled interfaces.

Professional Experience

Battersea Web Expert – Senior UI/UX Designer (Apr 2022 – Present)

- Lead end-to-end UI/UX design across multiple enterprise, SaaS, e-commerce, and client-facing digital experiences.
- Manage and mentor 8–10 designers, conduct design critiques, and maintain consistency across multiple projects.
- Translate business needs into user flows, wireframes, high-fidelity UI, and developer-ready designs.
- Develop scalable UI patterns and design systems in Figma to improve consistency and design efficiency across projects.
- Collaborate with developers and stakeholders to ensure design feasibility and quality implementation.
- Lead design & code reviews and coordinate priorities, task allocation, and delivery timelines across concurrent projects.
- Design responsive, conversion-focused experiences across desktop and mobile web.
- Contribute hands-on to WordPress and Shopify implementation, enabling stronger design-development collaboration.

Make My Designs – Web Designer | UI/UX Designer (Aug 2019 – Mar 2022)

- Designed website layouts and UI elements with a focus on visual hierarchy and usability
- Converted PSD designs into responsive HTML using Bootstrap and custom CSS.
- Developed WordPress and Shopify websites tailored to client requirements
- Conducted website research before each project to ensure design relevance and usability.

Fifty6 Digital – Web Designer (May 2019 – Aug 2019)

- Uploaded products and managed content updates on websites
- Designed static web pages and worked on template-based website projects

Core Skills

- **Product & UX:** Product Design, UX/UI, User Flows, IA, Wireframing, Usability, Responsive Design & Design Systems
- **Visual Design & Collaboration:** UI Design, Typography, Visual Hierarchy, Design Reviews, Handoff, Mentoring & QA
- **Tools:** Figma, FigJam, Photoshop, HTML/CSS, Tailwind CSS, Bootstrap
- **Platforms:** WordPress, Shopify, OpenCart, Wix
- **AI:** Figma AI, Lovable, Uizard, Relume, ChatGPT, Cursor, GitHub Copilot, Google Antigravity

Education & Certifications

- UX/UI Designer Career Path – Uxcel (2024)
- Web Design & Animation for Interactive Media – Delhi University (2018)
- Bachelor of Commerce (B.Com) – Delhi University (2020)