

Ragini Shirwalkar

UX UI Designer/ Visual Designer

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Professional Overview

Strategic UX/UI Designer with 6 years of expertise in crafting user-centered designs for **B2B, C2B, and SaaS platforms**. Proven track record of driving a **25% increase in customer satisfaction and reducing project timelines by 20%** through strategic problem-solving and innovative design. Skilled in redesigning websites, revamping mobile applications using tools like **Figma, Jira within Agile environments**.

Work Experience

Cloud SynApps - Govtech

UX UI Designer / Product Designer

Toronto, Canada

Jan 2024–Sept 2024 (9 months)

- Designed **accessible and user-friendly interfaces** for federal government projects, including the **Region of Peel and Government of Ontario** applications, replacing legacy forms with **modern, digital web forms** that improved efficiency and compliance.
- Translated complex user pain points into **actionable design solutions**, achieving a **30% improvement in task efficiency** and driving **business growth metrics**.
- Led the redesign of the company's website on **WordPress**, delivering a complete transformation that resulted in a **25% increase in site engagement** and an enhanced brand presence.
- Developed an in-house application to **track hours**, successfully replacing a third-party tool, reducing **licensing costs by 15%** while streamlining **internal workflows** and **building real-time dashboards**.
- Scoped, planned, and executed **multi-phase projects**, consistently delivering each stage **on time and within budget**, meeting key performance indicators.

Scotiabank -Fintech

UX UI Designer / Product Designer

Toronto, Canada

Jan 2023–Oct 2023 (10 months)

- Collaborated with the **e-commerce team** on Wealth Management projects, including **Scotia iTrade** and **Scotia Small Business**, and **Climate Change initiatives**, delivering intuitive, **user-friendly interfaces and dashboards** that enhanced usability and streamlined financial services, achieving a measurable increase in client engagement.
- Defined and executed a compelling vision for **responsive visual designs** across Scotia's sites and mobile applications, driving a **20% improvement in usability metrics** and boosting user engagement.
- Led the **end-to-end lifecycle** for key projects, including the **redesign of the Scotia Student Hub** and **federal government applications**, aligning design outcomes with user needs and organizational goals, resulting in a **25% increase in customer satisfaction**.
- Leveraged **data analytics, market research, and customer feedback** to inform product decisions and prioritize features, tracking **key performance indicators (KPIs)** to measure and drive product success.
- Partnered with **business leaders, customers, and stakeholders** to gather requirements and define product features, facilitating **continuous feedback loops** to ensure solutions aligned with evolving user and business needs.

Citi Bank -Fintech

Product Designer

Mississauga, Canada

Sept 2020–Nov 2022 (2 year 2 months)

- Spearheaded the **Syndicate Book Builder** redesign, increasing user engagement **by 45% by implementing AODA**.
- Bridged communication between **clients, developers, and designers** to ensure cohesive and impactful design deliverables.
- Implemented risk management strategies, including regular project audits and contingency plans, to ensure timely issue resolution.
- Participated in **design reviews, incorporating feedback** to refine **visual design** deliverables and maintain creative direction.
- Streamlined workflow processes using **Agile methodologies**, optimizing team efficiency and improving **delivery timelines by 20%**.
- Created detailed project briefs and progress reports to keep clients informed and maintain transparency throughout the project lifecycle.

Work Experience

Sankalita - Ecommerce

Visual and Interaction Designer

Gujarat, India

Jan 2018 – June 2020 (2 year 6 months)

- Developed and communicated a clear product vision and strategy aligned with company goals, **AODA, and WCAG** guidelines, translating high-level business objectives into detailed product features and user stories, ensuring **user accessibility and compliance**.
- Continuously refined the **product roadmap and blueprints** to adapt to changing market and customer needs, ensuring alignment with business priorities and stakeholder requirements.
- Authored detailed user stories with clear acceptance criteria, guiding the development process and enabling effective collaboration.
- Acted as the primary liaison between stakeholders and agile development teams, ensuring clear communication of product vision and priorities while participating in **agile** ceremonies such as **sprint planning**, daily stand-ups, and retrospectives.
- Created **user-friendly dashboards** that effectively displayed **key analytics, ratios, notifications, progress tracking, and critical metrics**, enabling stakeholders to make data-driven decisions efficiently.

Education

Humber

Post – Graduate Diploma in Design

Toronto, Canada

Sept 2019 – May 2021 (2 years)

SCET

Bachelor's / Autonomous Diploma in design

Gujarat, India

June 2013 – April 2017 (4 years)

Skills

Soft Skills: Problem Solving, Teamwork, Strong Communication, Willingness to learn, Empathy, Stakeholder Engagement

Tools: Figma, Adobe Creative Suite, Adobe Illustrator, Adobe Photoshop, Adobe XD, Axure, Sketch

Design: Product Design, User Interface, User Experience, Interaction Design, Wireframing, Prototyping, A/B Testing, AODA, WCAG, Researcher, Visual Designer

Gen AI Tools: Effective utilization of AI tools such as Gemini, OpenAI for business development and Domain Knowledge

Languages and Database: HTML5, CSS3, Java Script, CRM tool, Jira, Confluence, Google Analytics, WordPress

Certifications

Service Design

IxDF Course Certificate

Toronto, Canada

November 20, 2024

AI for Designer

IxDF Course Certificate

Toronto, Canada

October 9, 2024

AODA Compliance Certificate

Scotiabank

Toronto, Canada

May, 2024