

Harsh Gajjar

UX/UI Designer and Researcher

Certified UI/UX Designer with 6+ years of experience in transforming product concepts into production-ready designs, including 2 years as a Graphic Designer. Proficient in applying human-centered design principles to mobile and desktop platforms. Experienced in UI/UX design, user research, and user-centered design methodologies. Committed to delivering effective design solutions that enhance user experience.

[EXPERIENCE SUMMARY]

NeurixAI, Mississauga — Sr. UX/UI Designer

Apr 2025 - Present

- Design intuitive AI-powered learning experiences that enhance engagement and outcomes, ensuring interfaces are user-centered, accessible, and aligned with learning goals.
- Independently plan and execute end-user research to uncover pain points, behaviors, and unmet needs through methods like Canvas mapping, design workshops, and usability testing.
- Collaborate closely with product, engineering, and data teams to align UX direction with business objectives, applying strategic design principles throughout.
- Translate insights into user flows, wireframes, interactive prototypes, and high-fidelity GUI designs for iterative validation.
- Maintain and update the design system to ensure consistency and scalability across internal applications and digital services.
- Use both qualitative and quantitative data to inform, test, and refine user-centered solutions, particularly when designing online programs and complex service experiences as an interactive designer.

Anblicks Inc., Dallas, TX — UX/UI Designer and Researcher

Jun 2019 - Feb 2025

- Designed and optimized the Hertz “Dealer Direct Portal”, increasing dealer task efficiency by 28% through improved UI/UX workflows.
- Revamped the CBRE Compliance Power BI Portal, enhancing data visualization clarity and reducing report generation time by 18%.
- Designed user-centered design solutions for the AirSmile Dental App, resulting in a 33% growth in active user base within six months

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[DESIGN SKILLS]

AI-Driven Design Integration

Design Systems - Component

Libraries

Web Accessibility (WCAG)

Micro-Interactions and Motion

Design

AR/VR and Immersive Interface

Design

Conversational Design

Customer Journey Mapping

User Research and Testing

Personalization and Contextual UX

Visual Design

Cross-Platform Experience Design

Emotional Design and Storytelling

[RESEARCH SKILLS]

User Interviews

Surveys and Questionnaires

Usability Testing

Competitive Analysis

Heuristic Evaluation

Persona Development

Card Sorting

A/B Testing

Data Analysis

Test Cases and Reports

Cognitive walkthrough

- Created responsive and accessible designs for the BhartiAXA Life Insurance Website, improving policy purchase completion rates by 20%
- Optimized user flows and navigation for web and mobile applications, reducing bounce rates by 23%.
- Collaborated within an agile development process, coordinating with offshore developers and engineers to identify and implement optimal solutions for UI challenges.

OneEleven Design Studio, India — Graphics Designer

Apr 2017 – May 2019

- Identify the best ways to illustrate and communicate clients' vision while complying with design best practices
- Select colors, images, typography and layout for communication materials, including websites, logos, signs, books, magazine covers, annual reports, advertisements, and social media posts
- Use digital graphic design software to create graphic images and design layouts that communicate company messaging
- Illustrating concepts by designing rough drafts of art arrangement, font size, and style
- Achieve a 98% quality rating from internal reviews through conducting thorough design checks.

[EDUCATION]

LJ Institute of Engineering and Technology, India

Bachelor's in Information and Technology

Aug 2011 – Apr 2016

[DESIGN CERTIFICATIONS]

User Experience Principles and Processes
 Understanding User Needs
 User Experience & Interaction Design for AR/VR/MR/XR
 Design for the 21st Century with Don Norman
 User Research-Methods and Best Practices
 Human Computer Interaction
 Visual Design: The Ultimate Guide
 Journey Mapping
 Information Visualization
 Design Thinking Workshop

[DESIGN TOOLS]

Figma
 Adobe XD
 Framer
 Webflow
 Sketch
 Axure RP
 Prott
 Zeplin
 Adobe Photoshop
 Adobe Illustrator
 Adobe Animate
 Adobe Premiere
 UXtweak
 Miro
 SurveyMonkey
 Atlassian
 Jira
 Uizard
 Runway ML
 Designify
 GPT Plugins
 WordPress
 HTML5
 CSS3