

Bhavesh Jariwala

Senior UX / Product Designer

Internal Tools • B2B • SaaS • Enterprise Platforms

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LinkedIn: [linkedin.com/in/bhaveshjariwala](https://www.linkedin.com/in/bhaveshjariwala) | Portfolio: bhaveshdesigns.framer.website

Additional work & links: beacons.ai/bhaveshj

PROFESSIONAL SUMMARY

Senior UX & Product Designer with 6+ years of experience designing user-centered digital products across **SaaS, B2B, and enterprise platforms**. Strong expertise in user research, information architecture, interaction design, and **design systems**, delivering measurable improvements in usability, accessibility, and **business performance**. Known for turning complex problems into clear, scalable **UX solutions** and collaborating closely with product and engineering teams. Backed by a front-end foundation for feasible designs and faster handoff, without compromising UX quality. Strong advocate of **inclusive design**, creating **accessible** and **equitable** digital experiences for **diverse user groups**, including **users with disabilities**.

CORE UX & PRODUCT DESIGN EXPERTISE

- User Research & Usability Testing (moderated, unmoderated, A/B testing).
 - Information Architecture, User Flows & Journey Mapping
 - Owned end-to-end product design processes from discovery to execution and iteration.
 - Expert in creating wireframes, Interaction Design & High-Fidelity Prototyping, and visual designs using Figma
 - Design Thinking (problem framing, ideation, validation, iteration)
 - Design Systems, Inclusive & Accessibility (WCAG 2.1 AA)
 - SaaS & Enterprise UX (dashboards, workflows, internal tools)
 - Stakeholder Collaboration & Design-to-Dev Handoff
 - Agile / Scrum, Cross-functional Product Teams
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DESIGN SYSTEMS & UX IMPACT

- Built and maintained multi-product design systems with documented components, tokens, and accessibility guidelines.
 - Improved design-to-development handoff efficiency by **30%** through clear specifications and collaboration.
 - Reduced usability issues and checkout errors by up to **23%** through iterative testing and UX refinements.
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PROFESSIONAL EXPERIENCE

Senior Product & UX Designer

Shiv Shakti Softech (Multiple Clients) | Jun 2025 – Present

- Led end-to-end UX design for web and mobile products across automotive, e-commerce, healthcare, logistics, SaaS, and hospitality domains.
- Conducted user research and usability testing to identify accessibility and workflow issues, improving engagement for users with disabilities by **30%**.
- Designed and scaled a centralized design system (120+ components with tokens and variables), reducing UI inconsistencies by **40%** and accelerating design-to-development cycles by **25%**.
- Delivered research-backed prototypes and conversion-focused interfaces in close collaboration with distributed engineering and product teams.

Senior Product & UX Designer

Reunert India Pvt Ltd – Surat, India (Multiple Clients: Mavin Agency, +OneX) | Mar 2016 – May 2025

- Led UX design for enterprise SaaS dashboards and consumer apps serving 50K+ users.
- Conducted 80+ user research and usability tests, increasing retention by 22% and improving workflow efficiency.
- Built scalable design systems, cutting iteration cycles by **25%** and improving cross-team consistency.
- Partnered with PMs and engineers to deliver accessible, conversion-focused UX with business KPIs.
- Championed WCAG 2.1 accessibility standards, improving inclusivity across multiple platforms.

Achievements & Recognition

- *Wall of Fame (2024)* – Recognised for driving 20% operational efficiency uplift and **15%** revenue growth on critical projects. Increased user engagement by 30% through redesign.
- Streamlined CMS-driven UX workflows, reducing content update turnaround time by **35%**.

Early Career — Web & UI Designer

Aghadi Infotech & iTact Solutions (Studio & Agency Clients) | 2012 – 2016

- Designed and delivered responsive websites and early digital products from concept to launch across automotive, real estate, health, fintech, and edTech, e-commerce, hospitality domains.
- Built strong foundations in visual design, typography, layout systems, and user-centered thinking through hands-on studio and client work.

TOOLS & TECH (SUPPORTING)

- **Design:** Figma, FigJam, Adobe XD, Photoshop, Illustrator, Framer, Lottie
 - **Research & Collaboration:** Miro, Jira, Notion, GA4, MS Clarity
 - **Frontend (Supportive):** HTML, CSS, JavaScript, React, Tailwind, Bootstrap
 - **CMS & Platforms:** Framer, Webflow, WordPress
 - **AI-Assisted Design:** ChatGPT, Gemini, Google AI-Studio, Gamma, Perplexity
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EDUCATION

Dr. S. & S.S. Gandhi College of Engineering & Technology – Surat, India
DTMT | 2001 – 2004

Better Career Management – Surat, India
Web Design | 2011 – 2012

CERTIFICATIONS

- Visual Thinking Strategies – LinkedIn Learning
 - LottieFiles for Figma – Certificate of Completion
 - User Interface Design – NPTEL
 - Complete Web & Mobile Designer (UI/UX, Figma & More) – Udemy
 - From Figma to Webflow – Udemy
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LANGUAGES

English (Fluent) • Hindi (Fluent) • Gujarati (Native) • Sanskrit (Beginner)