

SUMEET R. PAWAR

UX DESIGNER

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PROFESSIONAL SUMMARY

UX Designer with an M.Des in User Experience Design (Gold Medalist, University Topper), transitioning from a hybrid Digital Marketing Executive role into full-time UX practice. Hands-on experience across user research, user personas, wireframing, prototyping, and design systems for mobile and web products, with working knowledge of accessibility (WCAG) principles. Skilled at translating ambiguous business requirements into user-centered interfaces through cross-functional collaboration with engineering and business stakeholders.

SKILLS

Research & Strategy: Design Thinking, User Research, User Personas, Journey Mapping, Usability Testing, Information Architecture

Design & Prototyping: Wireframing, UI Design, Prototyping, Interaction Design, Design Systems, User Flows, Task Flows, Responsive Design, Accessibility (WCAG)

Ways of Working: Cross-Functional Collaboration, Agile/Scrum Environments, Stakeholder Management

Tools: Figma, FigJam, Balsamiq, Miro, Canva, WordPress

WORK EXPERIENCE

Digital Marketing Executive — Netwin Infosolutions

Mar 2023 – April 2026

Scope: UI/UX Design for client & in-house products, Employer Branding, Digital Marketing

- Designed user interfaces and visual assets for client and in-house projects in Figma, producing wireframes and high-fidelity designs for three mobile and web applications.
- Conducted user research and built user personas to guide design decisions; partnered with stakeholders across three projects in an Agile working environment to translate business requirements into user-friendly, accessible experiences aligned with WCAG principles.
- Built and maintained reusable, component-based design systems used across client and in-house projects, streamlining cross-functional handoff between design and development.
- Led employer branding and social media strategy, growing corporate LinkedIn following from 10,000+ to 27,000+ through targeted content initiatives, building a data-driven, audience-first approach.
- Developed content calendars, campaign assets like email marketing templates, presentation designs for sales team, and internal communication materials;
- Organized industrial visits and internal knowledge-sharing programs, fostering cross-functional collaboration and continuous learning across design, engineering, and business teams.

PROJECTS

Mobile Application UI/UX Design — Client & Cross-Industry Projects

Role: UI Designer | **Tools:** Figma, Google Docs

- Property Inspection Management App (US):** designed offline-first workflows and user personas for field inspectors, with wireframes and interactive prototypes across 24 screens applying Material Design and accessibility best practices.
- Trampoline Park Booking App (US):** built a reusable design system and interactive prototypes to streamline booking and customer interactions for a US-based trampoline park.
- Courier Management App (Italy):** designed real-time shipment tracking interfaces tailored to a non-English-speaking user base, applying Material Design principles for usability and visual hierarchy.

EDUCATION

Master of Design (M.Des.) – UX

Sandip University · 2023 — CGPA: 8.0 — University Topper & Gold Medalist

Bachelor of Engineering – Information Technology

Sandip Institute of Technology and Research Centre · 2020 — 71%