

Apurva Shirke

Sr. UX/ UI Digital Designer

Leading design that connects users, technology, and business

ABOUT ME

Sr. UI/UX & Visual Design Professional with 9+ years of experience in digital design, social media, and brand design. Evolved from social media design into a UI/UX specialist, focusing on user-centric and scalable design solutions. Currently at Interactive Avenues, **leading end-to-end website design for top brands driving projects from concept to execution and delivering impactful, measurable user experiences.**

CORE COMPETENCIES

• Design & Strategy Tools

Figma • Adobe Creative Suite (Photoshop, Illustrator, XD, AfterEffects) • Sketch • Wire framing & Prototyping • Design Systems (DXA & NPCI) • Information Architecture

• UX/Research Expertise

User-Centered Design • User Research & Testing • Usability Analysis • Journey Mapping • Interaction Design • Design Thinking

• AI & Emerging Technologies

Figma AI • ChatGPT • Claude • AI-Assisted Research • Rapid Prototyping • Automated Design Insights

• Strategy

Design Strategy • Stakeholder Management • Cross-functional Collaboration • Process Improvement • Design Quality Standards

EDUCATION

• C-DAC (Development of Advanced Computing)

Mumbai Educational Trust (MET)

• Diploma In Applied Arts

Abhinav Kala Mahavidyalaya

• HSC

Modern College Pune

CONTACT

✉ apushirke@gmail.com

☎ +917709338889

🌐 apurvashirke.com

PROJECTS

• ARKS Club

www.arks.club

Designed a clean and modern e-commerce website for ARKS, focusing on a simple and premium user experience. Handled the complete UI/UX process, making sure the design is easy to use, visually appealing, and helps users explore products smoothly. Worked closely with the team to bring the brand vision into a clear and user-friendly digital experience.

• ARKS Club

lifelinetechnologies.in

Designed a clean and professional website for Lifeline Technologies, focusing on presenting their products and services in a clear and structured way. Created an easy-to-use UI/UX that helps users quickly understand complex product information and navigate smoothly. Collaborated with the team to ensure the website reflects the brand and supports better user engagement.

WORK EXPERIENCE

Interactive Avenues - Omnicom Group

Sr. UI/UX Designer

Sept 2016 - April 2026 - Present

Senior UI/UX designer specialising in creating meaningful, scalable digital experiences, transforming complex ideas into user-friendly solutions across 200+ brands.

Brands Managed: SBI | Adani Group | Adani Enterprise Limited | Bank of Baroda | Arks | Mahindra Tractors | Amul | Ralson Tyres | Nerolac | Streax | Bank of Baroda | KTM Pro and 5+ additional brands

End to End UI/UX design solutions for Streax and Adani Enterprise Limited

Collaborating with a team of 6+ designers.

Worked on UI/UX design across different types of products:

- E-commerce websites (improving user experience and conversions)
- Enterprise dashboards (making data easy to understand)
- Consumer apps/websites (simple and user-friendly design)

Used AI tools to improve design efficiency by 40%, while actively using AI in design, research, and development to explore better user solutions and faster workflows. Created high-quality designs and presentations in half the usual time, and contributed to business growth by focusing on simple, user-friendly, and impactful design experiences.

End-to-End Website Design – Adani Enterprise

Research

Conducted in-depth user and market research to understand business goals, audience behavior, and industry trends.

Gathered insights through competitor benchmarking and stakeholder inputs to guide design direction.

Competitive Analysis

Analysed competitor websites to identify UX patterns, strengths, and gaps in the industry.

Used findings to define opportunities for differentiation and improve overall user experience.

Wire framing

Created structured wireframes to map user journeys, information architecture, and key interactions.

Ensured clarity in layout and functionality before moving into high-fidelity design.

Design (Ideology)

Developed a user-centric design approach focused on usability, scalability, and brand alignment.

Crafted intuitive and visually engaging interfaces that enhance user experience and business impact.

Development Handoff

Collaborated closely with developers to ensure accurate implementation of design systems and components.

Provided detailed design specs, assets, and support to maintain consistency and quality during development.

Streax Professional – UX/UI Design

Research

Studied user needs, brand goals, and current website experience.

Collected basic insights to plan the design direction.

Competitive Analysis

Checked competitor websites to understand design trends and features.

Noted what works well and what can be improved.

Wire framing

Created simple wireframes to plan layout and user flow.

Focused on clear structure and easy navigation.

Design (Ideology)

Designed clean and user-friendly screens aligned with the brand style.

Focused on making the experience simple and visually appealing.

Development Handoff

Worked with developers to explain design and functionality.

Shared assets and guidelines to ensure proper implementation.

Social Connect Pvt. Ltd.

Visual / Social Media Designer

2014 - 2015

- Designed engaging social media creatives for brands like American Tourister, Ralson Tyres, Axis Bank, Jolly Rancher, National Stock Exchange of India, and Tupperware.
- Created visually appealing, brand-consistent posts and campaign creatives for digital platforms
- Translated marketing briefs into effective visual concepts aligned with business goals
- Collaborated with cross-functional teams to deliver high-quality creatives within deadlines
- Strengthened core skills in layout, typography, colour, and visual storytelling

PROFESSIONAL HIGHLIGHTS

- 9+ years of experience in UI/UX design, creating user-friendly and visually engaging digital experiences across web and mobile platforms
- Delivered end-to-end design solutions for multiple brands, from research and wire framing to final UI and development handoff
- Strong expertise in improving user journeys and simplifying complex flows to enhance usability and engagement
- Experienced in using AI tools and modern design methods to speed up design processes and improve overall efficiency