

# Apurva Shirke

Senior UX/ UI Designer

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## Experience

Senior UX/ UI Designer | Interactive Avenues - Omnicom Group

June 2026 - Present

- Managed A Four-Person Team, Driving 40+ Projects To Successful Completion.
- Secured 3 New Projects Via Strategic Pitching.
- Cultivated High-Value Client Relationships Across Diverse Industries (Real Estate, Automobile, Enterprise, Fashion & Beauty, E-Commerce), Overseeing The Entire Product Design Lifecycle.
- Orchestrated Cross-Functional Collaboration Aligning Design With Core Business Objectives, Resulting In A 15% Increase In User Retention.
- Spearheaded An Award-Winning Website Revamp Project, Increasing Page Views By 58%, Active Users By 63%, And Sessions By 64%.
- Executed Extensive A/B Testing, Optimising Key Flows And Improving Click-Through Rates By 23%.
- Integrated AI-Powered Design Tools (Galileo AI, Frictionless, Relume) To Automate Competitor Analysis, Website Audit, And UI Generation, Reducing Wire-Framing Time By 37% And Accelerating Project Delivery.
- Led The Use Of Design Thinking During The Research Phase.
- Collaborated With Cross-Functional Teams To Define User Needs And Deliver Impactful User Interfaces.

Graphic Designer | Social Connect Pvt. Ltd.

Jan 2015 - 2016

- Created Engaging Social Media Creatives For Leading National Brands Focused On Performance And Results. For Major National Brands Including American Tourister, Axis Bank, National Stock Exchange Of India, Tupperware, Jolly Rancher, And Ralson Tyres.
- Translated Marketing Briefs Into Compelling Visual Concepts Aligned With Brand Identity And Campaign Objectives, Consistently Meeting Tight Production Deadlines.
- Strengthened Foundational Design Skills In Typography, Layout, Colour Theory, And Visual Storytelling Forming The Basis For A Data-Informed UX Career.

## Projects

### Adani Group

Website UX/UI Redesign

- Led In-Depth User And Market Research - Synthesising Stakeholder Inputs, Audience Behaviour Data, And Industry Trends Into Actionable Design Briefs.
- Performed Competitive Analysis Across Enterprise-Grade Websites, Identifying Differentiation Opportunities And Best-In-Class UX Patterns.
- Created Structured Wireframes Mapping User Journeys, Interaction Models, And Content Hierarchy Before Advancing To High-Fidelity Design.
- Developed A Scalable Design Ideology Grounded In Usability, Brand Alignment, And Business Impact - Delivering Interfaces With Measurable Engagement Uplift.
- Managed Seamless Development Handoff With Detailed Component Specs, Design Tokens, And QA Support Maintaining Consistency Throughout Build.

### Streax Professional

Website UX/UI Redesign

- Conducted User Research And Competitive Benchmarking To Identify UX Gaps And Define Data-Driven Design Direction.
- Rebuilt Information Architecture And Navigation To Reduce Friction And Improve Product Discoverability Across User Journeys.
- Designed Clean, Brand-Aligned UI Screens Prioritising Simplicity, Visual Appeal, And Cross-Device Responsiveness.
- Delivered Developer Handoff Package Including Annotated Specs, Asset Library, And Interaction Guidelines Ensuring Smooth Implementation.

### ARKS Club

Website UX/UI

- Delivered Full UX/UI Redesign For A Premium Lifestyle E-Commerce Brand — Owning Discovery, Wire-Framing, Visual Design, And Cross-Device Responsiveness.
- Designed An Intuitive Product Exploration Experience With A Clean, Modern Aesthetic That Reinforced Brand Premium Positioning And Reduced Checkout Friction.

## 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.

I am a UX/UI Designer passionate about crafting user-centered and visually engaging digital experiences. With extensive experience as a Product Designer and User Experience Designer, I excel in conducting user research and collaborating with teams to create impactful interfaces. I strive to enhance product usability and satisfaction, leveraging my skills to effectively meet user needs

## Education

### Jan 2025 - Present

UI Course Certifications, Interaction Design Foundation

### May 2018 - Sep 2018

Certificate Course in UX and UI Design, UdemY Education Courses

### July 2014 - Apr 2015

C-DAC (Development of Advanced Computing) Mumbai Educational Trust (MET) - Mumbai

### May 2009 - Apr 2014

Bachelor in Applied Arts Abhinav Kala Institute of Design - Pune

## Awards and Recognition

### March 2025

Lodha Group Gold Award – Best Website / Microsite India Digital Awards (IAMAI)

### May 2022

Mahindra Tractors Silver Award – Best Website India Digital Awards (IAMAI)

### May 2019

American Tourister Gold Award – Best Microsite ABBY's Digital Awards

### May 2017

IDFC Bank Recognition for Social Samosa Campaign Spot

## UX Skills

User Interface design  
User experience Design/UX  
Interaction design  
Visual Designs  
User research  
Wireframes

## Soft Skills

Communication  
Team-work  
Empathy  
Solution Oriented  
Leadership  
Critical Thinking  
Adaptable  
Stakeholder Management

## Softwares

Softwares  
Figma  
Adobe XD  
Sketch  
Adobe Illustrator  
Adobe Photoshop  
Adobe After Effects

## AI Tools

Claude  
Relume  
Mid-journey  
Galileo AI  
Font joy  
Gemini  
Chat Gpt