

Apurva Shirke

Senior UX/UI Designer

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View My Portfolio link

apurvashirke.com

Experience

Senior UX/UI Designer

Interactive Avenues - Omnicom Group

Sept 2016 - Present

- Managed a team of 4 designers and successfully delivered 40+ projects to successful completion.
- Secured 3 new client projects through strategic pitching.
- Built strong client relationships across real estate, automobile, enterprise, fashion & beauty, and e-commerce industries. (Real Estate, automobile, Enterprise, fashion & beauty, e-commerce), overseeing the entire product design lifecycle.
- Collaborated with cross-functional teams to align design with business goals, improving user retention by 15%.
- Led an award-winning website redesign project that increased page views by 58%, active users by 63%, and sessions by 64%..
- Conducted A/B testing to improve key user flows and increase click-through rates by 23%
- Used AI-powered tools like Galileo AI, Relume, and Frictionless to automate competitor analysis, website audits, and UI generation, reducing wireframing time by 37%.
- Applied design thinking principles 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

- Designed high-performing social media creatives for major national brands including American Tourister, Axis Bank, NSE 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, color 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 the 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 a 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, wireframing, 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 UX/UI 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.

UX/UI Designer with 9+ years of experience designing user-centered digital experiences for web and mobile platforms. Skilled in user research, wireframing, interaction design, and visual design, with a strong focus on usability, collaboration, and business impact.

Education

Jan 2025 - Present

UI/UX Certification Courses
Interaction Design Foundation

May 2018 - Sep 2018

Certificate Course in UX and UI Design,
Udemy

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)

Sept 2019

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

Dec 2017

IDFC Bank
Recognition for Social Samosa Campaign
Spot

Core Skills

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

Soft Skills

Communication
Teamwork
Empathy
Solution Oriented
Leadership
Critical Thinking
Adaptable
Stakeholder Management

Tools

Figma
Adobe XD
Sketch
Adobe Illustrator
Adobe Photoshop
Adobe After Effects

AI-powered

Claude
Relume
MidJourney
Galileo AI
FontJoy
Gemini
ChatGPT