

Ms. Apurva Deshpande, Pune

HFI CUA Certified UX/UI Designer | 6+ Years in Enterprise SaaS, FinTech, Hospitality, Healthcare and Insurance UX

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Professional Summary

- **Senior Product Designer (HFI CUA)** with 6+ years of experience directing End-to-End Product Design and User-Centered Design (UCD) frameworks to simplify complex Enterprise SaaS workflows.
- **2+ Years of AI-Assisted Design:** Daily deployment of Generative AI tools (Claude, ChatGPT) to execute rapid Product Discovery, streamline user research, and accelerate prototyping phases by 30%.
- **Data-Informed Design:** Track record of driving a 60% increase in Workflow Optimization and expanding multilingual product Accessibility (WCAG) and Inclusive Design by 40%.

Core Competencies

- **Product Strategy & Research:** Product Discovery, User Personas, Competitive Analysis, Stakeholder Interviews, Information Architecture, Usability Evaluation
- **Interaction Design & UI:** Low-Fidelity Wireframes, High-Fidelity Prototypes, Dashboard Design, Design Tokens, Atomic Design, Component Libraries, Responsive Design
- **AI-First Design Workflows:** AI Product Design, Prompt Engineering, AI-Driven Domain Research, Rapid Layout Generation
- **Cross-Functional Alignment:** Agile Development, Sprint Planning, Feature Prioritization, Design QA, Developer Handoff alongwith React/ Next js based HTML Pages

Tools & Technologies

- **Design & Prototyping:** Figma, Dev Mode, FigJam, Proto.io, Miro
- **AI & Workspace Systems:** Claude Code, ChatGPT, Figma AI, Visily, UXPilot, Jira, Confluence, Notion
- **Data tracking:** Product Analytics, UX Metrics

Professional Experience

Tata Consultancy Services — Pune
Assistant Consultant | Aug 2026 – Present

IQ Innovation Hub LLP — Pune
Senior UX/UI Designer | Nov 2021 – Apr 2026

- **Multilingual Web and Mobile Apps:** Led End-to-End Product Design, boosting active user growth by 40% through strict Accessibility (WCAG) and Inclusive Design implementations for Insurance, Healthcare, Hospitality and FinTech Domains.
- **iPad Field Survey App:** Executed Interaction Design and Workflow Optimization, cutting user task completion times by 60%.
- **B2B Enterprise SaaS Products:** Architected Dashboard Design for SAP Based complex E-Invoicing and Supplier Portals to drive corporate digital transformation. Designed Web and Mobile Apps for PayInvoice and Supplier Portal for FinTech Clients.
- **Design Systems & Operations:** Built master Component Libraries and structured Design Tokens to scale cross-product UI consistency.
- **Cross-Functional Collaboration:** Aligned daily with Product Managers and Engineering Teams during Agile Development and Sprint Planning for seamless technical feasibility.
- **AI-Assisted Design (2.5+ Years):** Implemented Figma AI, Claude, and ChatGPT to automate feedback data synthesis and microcopy—reducing overall project turnaround times by 50%.

EBiz India Pvt Ltd — Pune

UX/UI Designer | Aug 2021 – Nov 2021

- **Enterprise Applications:** Structured core product wireframes for complex healthcare management and legal services platforms.
 - **Hospital Management Layouts:** Simplified heavy data **Dashboard Design** for medical billing cycles and patient documentation records.
 - **Legal Documentation Platform:** Engineered target user experiences optimized specifically for US-market NRI clients.
 - **Engineering Alignment:** Managed precise asset handoff and conducted thorough **Design QA** to ensure high-fidelity implementation.
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EDIT Systems Pvt Ltd — Pune

Product Design Consultant for in-house ERP and E-learning platforms | Jun 2017 – Aug 2021

- **In-House ERP & E-Learning Platforms:** Conducted deep user task analysis, **Experience Mapping**, and comprehensive layout navigation overhauls.
 - **User Research and Refined Information Architecture:** Transformed complex backend application menus by integrating direct feedback from **Business Stakeholders**.
 - **Product Strategy:** Created robust **User Flows** and wireframes to validate **Data-Informed Design** choices for executive product leadership.
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EDIT Systems Pvt Ltd — Pune

UX/UI Studio Lead and Faculty | Sep 2012 – May 2017

- **Design Thinking Mentorship:** Led training models and mentored 400+ UX designers on core product layout rules and portfolio creation.
 - **Studio Management:** Coordinated end-to-end user testing schedules, field research pipelines, and structured design training workflows.
 - **Project Direction:** Oversaw practical execution of student design cases spanning **Service Blueprint** mapping, wireframing, and interactive prototyping.
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Professional Certifications

- **Certified Usability Architect (CUA):** Human Factors International | Apr-May 2026
 - **AI for Human-Centered Design (Primer):** Human Factors International | Feb 2026
 - **AI for Designers and Other IxDF Certifications:** Interaction Design Foundation | Jun 2018-Aug 2024
 - **Diploma in Web Design 3.0:** Edit Institute | Oct 2012
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Education

B.Sc. (Botany) : MES Abasaheb Garware College — Pune

June 2008 – April 2011 | First Class with Distinction — 75.47% (Pune University)

Awards and Recognition

- **Employee of the Month:** July 2022
 - **Employee of the Month:** September 2023
 - **STAR Team of the Year:** March 2024 (Team Award)
 - **Outstanding Performer:** November 2025 (Rewarded by Client)
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Languages

English | Hindi | Marathi