KEVAL KACHHADIYA

PERSONAL SUMMARY

Senior UI/UX Designer with 10+ years of experience designing high-impact digital products across SaaS, web, and mobile platforms. Experienced in industries including SaaS, fintech, crypto, e-commerce, healthcare, and AI-driven products. Specialized in translating complex business and product requirements into intuitive, conversion-focused user experiences. Strong background in UX research, design systems, and cross-functional collaboration with founders, product managers, and developers. Proven track record of delivering scalable, brand-consistent solutions that improve usability, engagement, and measurable business outcomes.

WORK EXPERIENCE

Creative Design Director, 03/2025 - 11/2025

Wiredlans - Remote**,** Australia

- Led end-to-end design execution across digital products and marketing initiatives, ensuring consistency, quality, and alignment with business goals.
- Partnered with founders, marketing, and development teams to translate strategic objectives into high-impact design solutions.
- Defined creative direction and design standards across multiple projects, maintaining brand consistency and usability at scale.
- Owned design timelines, resource planning, and delivery, ensuring projects were completed on schedule without compromising quality.
- Presented design concepts and strategic rationale to stakeholders, driving alignment and faster decision-making.
- Collaborated directly with clients to shape creative strategy and oversee successful execution from concept to launch.

Marketing Email Designer, 06/2024 - 03/2025
Flows Media - Remote**,** United Kingdome

- Designed high-performing marketing and lifecycle emails for DTC and SaaS clients, focusing on clarity, hierarchy, and conversion.
- Collaborated with marketing teams to translate campaign goals into effective email layouts and visual systems.
- Built responsive email designs aligned with brand guidelines and best practices across major email clients.
- Prepared and structured email assets for deployment using platforms like Klaviyo, Mailchimp, and Beefree.
- Supported campaign execution by ensuring design consistency, fast turnaround, and scalability across multiple client accounts.

CONTACT

Address: Surat, IN 395004
Phone: +91 7567619914
Email: hello.kevalk@gmail.com
LinkedIn:
www.linkedin.com/in/hellokevalk

PORTFOLIO

- tinyurl.com/kevalkachhadiya

SKILLS

Core UI/UX & Product Design
- User Experience (UX) Design
- User Interface (UI) Design
- Wireframing & Prototyping
- Design Systems & Component Libraries
- UX Research & Usability Testing

Strategy & Collaboration
- Product & UX Strategy
- Creative Direction
- Stakeholder & Cross-Functional Collaboration
- Design-to-Development Handoff

Leadership & Execution
- Team Leadership & Mentorship
- End-to-End Design Ownership
- Scalable & Conversion-Focused Design

Lead UI/UX Designer, 05/2021 -06/2024

Qidoon - Remote**,** France

- Led the end-to-end UI/UX design for Qidoon, an AI-powered ticket booking platform, across web and mobile products.
- Worked closely with founders, product, and engineering teams to define product vision, UX strategy, and roadmap priorities.
- Conducted UX research to identify user pain points and translate insights into clear user flows, wireframes, and high-fidelity prototypes.
- Designed and maintained a scalable design system and cohesive brand identity to ensure consistency across the platform.
- Integrated AI-driven features into user workflows to improve usability, efficiency, and engagement.
- Drove iterative design improvements through regular feedback loops, usability testing, and stakeholder reviews.

Sr. Visual Designer, 03/2020 -06/2020

RepTime Sales Software - surat**,** India

- Designed visual assets for digital campaigns and product interfaces, ensuring consistency across brand and sales materials.
- Collaborated with cross-functional teams to align visual design with product and marketing objectives.
- Conducted basic market and competitor research to inform visual direction and improve design relevance.
- Delivered high-quality design outputs under tight timelines while managing multiple parallel requests.

Design Team Lead, 12/2019 -03/2020

Medionce Solutions Private Limited

- Led and managed the internal design team, overseeing task allocation, timelines, and quality standards.
- Mentored junior designers and conducted regular design reviews to improve output and consistency.
- Defined and maintained design standards to ensure brand and UI consistency across projects.
- Collaborated with product and development teams to review existing products and recommend UX and UI improvements.

Senior UI/UX Designer, 05/2018 -12/2019

Medionce Solutions Private Limited - Surat**,** Gujarat

- Designed user interfaces and experiences for web and mobile applications across multiple client projects.
- Conducted user research and usability analysis to inform design decisions and improve product usability.
- Created wireframes, prototypes, and high-fidelity UI designs for client and internal products.
- Built early design systems and reusable components to maintain consistency across products.
- Worked closely with stakeholders and developers to ensure accurate design implementation.

Junior Graphic Designer, 07/2016 -03/2017
TemplateMela - surat

- Supported senior designers in creating visual assets for web and digital templates.
- Assisted in designing layouts, graphics, and UI elements for client–facing projects.
- Gained hands–on experience with design fundamentals, visual hierarchy, and brand consistency.
- Collaborated with the team to deliver design work within deadlines and quality standards.

EDUCATION

Bachelor's degree, Computer Programming, 01/2012
Bhagwan Mahavir College of Computer Application

LANGUAGES

English: C1 Hindi: C2

Advanced (C1)   Proficient (C2)

Gujarati: Native

Native