

ADITYA AJMERI

PRODUCT DESIGNER (UI/UX)

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ABOUT ME

Product (UI/UX) Designer skilled in user experience, user interface design, and design thinking. Experienced in user research, wireframing, prototyping, and responsive design using tools like Figma and FigJam. I've designed digital products that improved usability scores by 90%, increased task completion rates by 65–70% data-driven design. Passionate about creating accessible, user-centered experiences that align design outcomes with business goals.

EXPERIENCE

Product Designer - Kaffe (Coffee Shop Website & Dashboard)

May 2025 - Sep 2025

Freelance

Indore

- Designed and prototyped a responsive coffee shop website and admin dashboard to improve customer ordering and in-house management efficiency.
- Conducted user research and usability testing with 5+ users, identifying key friction points and improving overall task flow clarity.
- Built scalable UI components and visual hierarchy, ensuring 100% design consistency across platforms.
- Coordinated design feedback sessions with store staff and customers to validate usability improvements.
- Facilitated design reviews to maintain consistency between customer and admin-facing interfaces.

Key Results:

- Reduced average ordering time by 40%
- Improved overall usability score from 68% → 92% after testing.

Product Designer - GreenTrail Outdoors (E-Commerce App)

Jan 2025 - May 2025 | Myself

- Designed a sustainability-focused e-commerce platform enabling users to discover and purchase eco-friendly outdoor products.
- Refined onboarding experience to make the app easier to understand for first-time users.
- Created user personas, journey maps, and information architecture to improve discoverability and engagement.
- Designed high-fidelity prototypes and conducted 5 rounds of usability testing, leading to major UX refinements.
- Conduct usability testing and heuristic evaluations, identifying key usability issues early.

Key Results:

- Increased engagement by 30%
- Improved app navigation satisfaction score by 45% in user testing.

Product Designer - Tax Filing Assistance App

Sep 2024 - Dec 2024 | Myself

- Designed an app to simplify ITR filing for freelancers and salaried professionals.
- Conducted user interviews, empathy mapping, and journey mapping to identify major usability challenges.
- Designed guided workflows and improved task completion time through clear, step-by-step UI.

Key Results:

- Improved task success rate by 65%
- Ran usability and A/B tested different layout options, validating a 70% improvement in task completion rate.

[Check Behance Profile](#) →

SKILLS

Design: User Research, Wireframing, Prototyping, Usability Testing, Design Systems & Components, Responsive Design, Information Architecture, Interaction Design, User Flows, Typography, A/B Testing, User Interview, Empathy Mapping, Sketching, System Design, Accessibility(WCAG), HTML, Basic CSS, Basic Javascript, User Personas, App Design, Web Design, Dashboard Design, Color Theory

Tools: Figma, Illustrator, FigJam, CMS, Webflow, Notion, Photoshop

EDUCATION

Btech in Electronics & TeleCommunication

Sep 2022 - Aug 2024

Shri Govindram Seksaria Institute of Technology and Science, Indore

- (Completed 2 years: design-focused self-learning thereafter)

LANGUAGE & INTEREST

- Languages:** English, Hindi
- Interests:** Reading, Cricket, Anime, Gaming