

Gaurav S. Bhatti

UI UX Designer | Product Designer | UX Strategist |
AI-Augmented Design Expert

Email	gauravbhatti1025@gmail.com
Phone	+91-9834298817
Location	Pune, Maharashtra
Behance	behance.net/gauravbhatti01
LinkedIn	linkedin.com/in/gaurav-bhatti

PROFESSIONAL SUMMARY

Product Designer with **2+ years'** experience driving **30%↑ user engagement** through data-driven, **AI-augmented design solutions**. I specialize in **solving real-world problems** through **user-centered design**, translating complex needs into intuitive, **high-impact digital** experiences.

Skilled in **UX research, wireframing, prototyping, micro-interaction**, and front-end development, I ensure seamless and engaging platform interactions. Proficient in **responsive design, scalable design systems**, and industry best practices, I deliver products that align with user needs and business **goals, driving usability, efficiency, and growth**.

KEY SKILLS & TOOLS

Design & Prototyping: **Figma, Adobe XD, Sketch, Design Systems**
AI & LLM-Powered Design Tools: **Galileo AI, Uizard, ChatGPT, Diagram, Google Stitch**.
Frontend Technologies: **HTML, CSS, JavaScript, Next.js**
Version Control & Deployment: **Git & GitHub, Bitbucket, Jenkins**
Soft Skills: **Collaboration - Problem-Solving - Communication - Time Management**

PROFESSIONAL EXPERIENCE

UI/UX Designer | Shree Maruti Integrated Logistics Limited 7th Aug 2023 – Present

- Led e-commerce & logistics UI projects, delivering 100% on-time, user-centered solutions.
- **Enhanced user engagement by 20% through redesigned interfaces.**
- **Reducing iteration time by 30%.**
- **Developed** a comprehensive Figma component library to **streamline** design processes and **boost** efficiency.
- **Created** interactive prototypes and **wireframes, facilitating** early stakeholder feedback through tools like **Figma**.
- **Implemented** iterative design processes based on user feedback and usability testing results, **driving** improvement.

SELECTED PROJECT CASE STUDIES

Shree Maruti Mascot Concept and Design Aug – Oct 2023

- **Identify** goals: Defined mascot objectives to increase agent knowledge-sharing by 15%.
- **Analyze** the audience: Understand the needs and preferences of Delivery Agents across different regions.
- **Facilitate** brainstorming sessions: Gather ideas on character traits and themes that resonate with learning
- **Create** initial sketches: Explore different concepts, styles, and expressions for the mascot.
- **Present** sketches to stakeholders: Gather input from the L&D department for feedback.

InnoFulfill - E-commerce service 29th Aug 2023 – Present

- **Designed** an intuitive interface for a logistics platform, **enhancing** client, seller, and shipper interactions.
- **Developed** user-friendly flows for key functionalities, **optimizing** logistics solutions to meet diverse customer needs

Shree Maruti - Franchise Portal 4th Sep 2024 – Present

- **User Experience & Interface Design:** Focused on creating a clean, intuitive interface to ensure a seamless user experience for applicants and sales team members.
- **Designed and developed** a web portal to **streamline** the onboarding process for **Shree Maruti** franchisees.
- **Utilized** HTML, CSS, JavaScript, and Next.js to **create** a responsive and user-friendly web interface.
- **Integrated** Google App Script for real-time data management, **simplifying** access for the sales team.

Zlite Ecommerce Platform Online Store

27th Jul 2024 – Present

- **Project Overview:** The Zlite Ecommerce Platform is an innovative online store designed to empower local sellers by providing a user-friendly marketplace for listing and selling their products. The platform features distinct interfaces for customers and sellers, enhancing the shopping experience while facilitating seamless transactions.
- As a Product Designer & Frontend Developer, I **crafted** a user-friendly online marketplace for local sellers.
- **Designed** distinct interfaces for customers and sellers, **enhancing** user interactions and transactions.
- **Collaborated** with front-end developers to **integrate** APIs, **improving** functionality and data flow.

Farmaswift – Pharma Fulfillment Platform

22th Mar 2025 – Present

- Crafted intuitive UIs for cold-chain logistics, SLA tracking, and geo-fencing.
- Built dashboards for WMS, returns, sorting, and batch-level tracking
- Designed Farmaswift, a pharma logistics ecosystem focused on last-mile delivery.
- Developed end-to-end flows for sourcing, warehousing, and predictive restocking.

TMS – Transport Management System

12th Jan 2025 – Present

- Mapped delivery challenges and user pain points to guide design priorities.
- Leading end-to-end design for a TMS, tackling logistics and operational inefficiencies.
- Designed dashboards for trip assignment, vehicle management, and route optimization.
- Built role-based experiences for Admin, Driver, and Ops teams.
- Improved operations by minimizing manual effort and enabling real-time tracking.

ACHIEVEMENTS

- **SMILe Ratna Puraskar** 
Awarded for outstanding contributions and achievements in UI/UX Design and Development
- **Winner - Cybersecurity and Women’s Safety Competition** 
Recognized as the winner of a hackathon focused on cybersecurity and women’s safety, organized by the Commissioner of Police, Amravati (Nov 2022)
- **Dell Campus Ambassador**
During my engineering studies, I actively collaborated with leaders.

CERTIFICATIONS

- User Experience Design from A-Z - Adobe XD, Figma - **Udemy**
- Foundations of User Experience (UX) Design- **Google**
- The fundamentals of digital marketing - **Google Garage**
- Dell Campus Ambassador - **Dell**

EDUCATIONAL QUALIFICATIONS

- | | |
|---|-------------|
| ● Sant Gadge Baba Amravati University, [Computer Science Engineering - 9 CGPA] | 2019 – 2023 |
| ● G.B.M.M. Jr College Hinganghat, [General IT -] | 2017 – 2019 |
| ● Ratna Vidya Niketan & Bansilal Katariya High School, [Science] | 2017 |