

DIXITA GANDHI

UI/UX Designer

Pune, India | +91 9623943645 | dixitagandhi1999@gmail.com | [LinkedIn](#) | [dixitagandhi.com](#)

PROFESSIONAL SUMMARY

UI/UX Designer with 4 years of experience designing enterprise and consumer digital products across telecom, cargo logistics, and banking domains. Skilled in translating complex business requirements into clean, user-centered interfaces, building scalable design systems, and collaborating cross-functionally with product and engineering teams. Background in Fashion Communication (B.Des) with a minor in IT Application in Fashion Business, bringing strong visual and brand sensibility to product design work.

SKILLS

Design: User Interface (UI) Design • User Experience (UX) Design • Interaction Design • Visual & Brand Design • Responsive Web Design • Design Systems & Component Libraries • Wireframing & Prototyping • Information Architecture

Research & Strategy: User Research • Competitor & Market Analysis • User Personas • Usability Principles • Design Thinking

Tools: Figma • Adobe Creative Suite (XD, Illustrator, Photoshop) • Wix • Canva • HTML/CSS

Collaboration: Design Handoff & Documentation • Cross-Functional Collaboration • Agile/Scrum Environments • Stakeholder Communication

PROFESSIONAL EXPERIENCE

Experience Designer, Wipro Limited

Aug 2022 – Present

Pune, India

- Own end-to-end UI/UX for enterprise-scale client platforms — from user research and wireframing through high-fidelity UI and developer handoff — balancing complex business logic with clean, intuitive interfaces.
- SGS — Led UX research and UI design for a cargo management software platform; conducted user interviews and workflow analysis with logistics and inspection teams, redesigning task flows to reduce data entry errors by 35%.
- U.S. Bank — Contributed UI design and usability reviews for an internal banking software application, identifying and resolving usability issues to reduce user friction in day-to-day workflows.
- Ericsson — Designed UI for multiple internal enterprise applications, incorporating usability testing and iterative feedback loops with end users, while working within NDA and enterprise compliance frameworks.
- Contributed design collateral and UX rationale for RFP proposals for prospective clients including Jio, Ford, and Mazda, supporting new business pitches that contributed to winning 4 engagements.
- Built and maintained reusable design systems and component libraries to ensure visual and functional consistency across large, multi-module applications.
- Partnered with product managers, business analysts, and developers across the design lifecycle, aligning research insights and design decisions with business and technical requirements.
- Organize T-Talks, an internal knowledge-sharing initiative where designers present their work and learnings to peers across the design team.
- Organize TGIF, a recurring internal initiative fostering team bonding and engagement across the wider organization.

UI/UX Design Intern, Greendzine Technologies

Jan 2022 – May 2022

- Conducted UX research, including competitor analysis and market research, to inform product positioning and feature prioritization.
- Built user personas from research findings and defined information architecture for a multi-section product, improving navigation clarity.
- Created a visual style guide and design system foundation to support consistent UI development.

UI/UX Design Intern, Rishiraj Media

Jun 2021 – Aug 2021

- Worked with multiple companies and their child companies to design and deliver websites and applications tailored to each client's needs.

OTHER PROJECTS

LexiConn ERP — Designed the UI for an enterprise ERP platform, simplifying complex, data-heavy workflows into clean, intuitive dashboards.

VB Studio — Led brand identity and website UI design for a design studio, supporting organic growth from ~250 to 10,000+ Instagram followers.

Celebrar Gifts — Designed the UI for a gifting e-commerce platform, creating a playful, conversion-focused shopping experience.

EDUCATION

Bachelor of Design (B.Des) in Fashion Communication

May 2022

Minor in IT Application in Fashion Business