Mohit Bairwa

PRODUCT DESIGNER

Passionate and results-oriented product designer with over **6 years** of experience crafting user-centric, visually compelling interfaces. Expert in streamlining **design systems** and enhancing user engagement through thoughtful, data-driven design. Skilled at transforming **complex requirements** into **accessible**, **impactful** designs that align with both user and business goals.

WORK EXPERIENCE

Product Designer / Truworth Wellness

APR 2023 - PRESENT / Full-time

- Led a **complete UI overhaul**, enhancing usability and visual appeal across core products, resulting in a **25%** increase in **user engagement.**

- Redesigned the sponsored **health checks booking flow** and UI to increase the overall **conversion rate** and encourage more users to book appointments.

- **Standardised** design and development processes by establishing a cohesive design system, **reducing design inconsistency** and accelerating project timelines.

- Pioneered **data-driven** and **user-centred** design strategies, facilitating more informed design decisions across the team.

- Conducted hands-on **workshops** for design and product teams, significantly **reducing friction** in cross-functional **collaboration** and improving overall workflow.

Sr UX Designer / Sarvika Technologies

JULY 2019 - APR 2023 / Full-time

- Spearheaded a comprehensive redesign of a decade-old **Student Information System** for a major US education client, leading to a **20%** increase in **enrolment rates** and improved UX for both administrators and students.

- Designed branded merchandise online stores for high-profile clients, including **Amazon**, **Twitch**, **T-Mobile**, and Dr. Pepper, focusing on seamless shopping experiences.

- Developed an **enterprise-level SaaS application** to streamline **online commerce** for a diverse set of clients, from requirements gathering to implementation.

- Established a **component-based design** library, increasing **UI consistency** and reducing frontend development time by 30%.

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Jaipur, Rajasthan

EDUCATION

2019 | B Tech.

Computer Science

JECRC COLLEGE, JAIPUR

SKILLS

UI Design
UX Design
Design Systems
Branding
Prototyping, Wireframing
Illustrations
Motion Graphics

TOOLS

Figma, Sketch, Miro, Framer, Google Analytics...

CERTIFICATES

Certified courses in Interaction Design from Interaction Design Foundation, focusing on user-centered design, wireframing, and prototyping.

SOCIAL

dribbble

linkedin

instagram