Ekta Gadekar

UX/UI DESIGNER

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Professional Summary

Results-driven UX/UI Designer with around **4 years of experience** creating user-centered digital experiences for **B2B SaaS applications, websites, and mobile apps**. Holds a **Master's in Digital Design** from **Amsterdam University of Applied Sciences**, specialising in user research, prototyping, and design systems. Actively **learning German**, available immediately, and open to relocation.

Work Experience

03/2022 – 08/2023

PRINCIPAL UX DESIGNER
Calsoft Inc., Pune, India

- Led end-to-end UX design for B2B SaaS applications, improving user engagement.
- Conducted user research, wireframing, prototyping, usability testing, and A/B testing to refine UI/UX decisions.
- Collaborated with product managers, developers, and stakeholders to align design goals with business objectives.
- Designed and maintained design systems for consistency across multiple enterprise products.
- Delivered impactful UI/UX solutions for clients including Veritas, Simnovus, TATA Communications, and Hitachi Vantara.

09/2019 – 02/2022

UI/UX DESIGNER
Fifth Estate Agency, Pune, India

- Designed and optimised mobile-friendly websites and marketing visuals for corporate & fintech clients including Bitwise India, Pune IT Park, Signzy, Klaus, Vector and Bridgestone India.
- Led the redesign of websites and intranet portal, improving usability and engagement.
- Designed landing pages, digital ads, and corporate yearbooks, ensuring brand consistency.
- Worked closely with developers and marketing teams to align design with strategic goals.

07/2014 – 09/2019

USER ACCEPTANCE TESTER
Amdocs DVCI, Pune, India

- Ensured 100% invoice accuracy in Bell Canada's billing systems through manual testing and system improvements.

Education

09/2023 – 06/2024	**Master Digital Design (UI/UX)** Amsterdam University of Applied Sciences, Netherlands
08/2012 – 04/2014	**Master of Science (Computer Science)** Pune University, India

Certifications

02/2025	**AI for Designers** The Interaction Design Foundation (IxDF), Online Course
08/2020	**Web Design for Usability** The Interaction Design Foundation (IxDF), Online Course
09/2019 - 02/2020	**PRO UI/UX DESIGNER** DesignBoat UI/UX School, Pune, India

Additional Skills

Design Tools
Figma, Sketch, Adobe XD, Confluence, Miro, Jira, Notion

Design Expertise
UX Research, Usability Testing, Customer Journey Mapping, Information Architecture, Wireframing, Prototyping, UI Design, Interaction Design, Design Systems, Design Sprints, A/B Testing, Responsive Design, Component Libraries, Cross-Functional Collaboration, Persona Development, Heuristic Evaluation

Achievements & Awards

• **Appreciation Award 2023** – Recognised for outstanding contributions to UX projects at Calsoft Inc.
• **afaqs! Foxglove Silver Award 2020** – Awarded for Brand Website Design at Fifth Estate Agency.

Languages

• **English** – Fluent
• **German** – Actively Learning