

TEJAS JOSHI

Senior UX Designer | Complex Products | Design Systems

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Portfolio
<http://www.joshitejas.com/>

Senior UX Designer with 5 years of experience, shipping UX decisions with product and engineering teams across SaaS products and consumer platforms. I specialize in simplifying workflows, creating a reusable component design system and converting research insights into high-impact UX decision. My work has resulted in a decrease in drop-offs with an increase in user conversions, reduced task complexity, and improved conversion funnel.

SKILLS

Core UX & UI

UX Design, UI Design, Interaction Design, Information Architecture, User Flows, Wireframing, Prototyping, Responsive Design, Design Systems, Usability Testing, UX Audits

Product & Strategy

Problem Framing, UX Strategy, Research Synthesis, AI-assisted Design Workflows, Stakeholder Collaboration, Agile Delivery, Design-Development Handoff

Tools

Figma, Figma AI, Figma Make, Framr, Miro, Notion, Jira, Sketch, Adobe Creative Suite, PowerBI
AI Tools: Atlas, Lovable, Midjourney

EXPERIENCE

UX Consultant & Mentor

Freelance UX Consultant | Oct 2023 - Present | Remote

- Created financial workflow 5+ core flows for key product areas on a wealth management platform, resulting in 60% funnel completion.
- Designed responsive UX for a psychological wellness application, delivered 20+ core screens along with 25-40 reusable design system components, improving design-development consistency.
- Conducted UX audits across 3 products, identifying usability gaps and converting them into design recommendations.
- Worked directly with founders, PMs, and engineers to move from ambiguous requirements to shippable design decisions.
- Provided mentorship to junior designers on UX methods, product thinking.

UX & UI Designer

Think Design Collaborative | Oct 2021 - Sept 2023 | Mumbai

- Redesigned SaaS enterprise platforms with core operational workflow by reducing critical task steps from 12 to 5, resulting in 35% less navigation time.
- Created a dashboard for a cybersecurity application for internal users, reducing manual analysis by 20-25% with clear navigation and data design.
- User experience for an e-commerce platform where UX strategy and polished interactive UI impacted onboarding with a reduction in drop-offs from 48% to 30% by increasing conversions up to 15%.

Visual Designer

Global Beauty Secrets | Dec 2019 - Sept 2021 | Mumbai

- Developed brand identities, packaging systems, and visual campaigns for skincare and wellness products across physical and digital touchpoints.
- Applied user psychology and visual hierarchy to improve brand consistency, product differentiation, and clarity in customer-facing communication.
- Reduced redesign cycles by 30% by establishing repeatable visual systems and guidelines.

EDUCATION & CERTIFICATION

Bachelor of Design (B.Des)
Pune University

AI Design & Prototyping
Memorisely

User Experience Design
CalArts

HCI, Usability, Interaction Design
Interaction Design Foundation (IxDF)

LANGUAGES

English (Fluent) • Hindi (Native) • Marathi (Native) • German (A2)

AWARDS

LensCulture • DesignUp • MyCaptain Mentor Spotlight