VAIBHAV MISHRA

UX/UI Designer | UX Researcher

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• LinkedIn • Behance

SUMMARY

Results-driven UX/UI Designer with around 3 years of experience crafting user-centric digital experiences that boost engagement and conversions. Proficient in leveraging AI tools to accelerate ideation and enhance design efficiency. Combines expertise in data-driven design thinking with strong command of Figma to deliver intuitive, high-performing products aligned with business objectives. Author of 60+ technical blog posts on UX design, AI in design, and design processes, establishing thought leadership in the community.

WORK EXPERIENCE

UI/UX Designer & UX Researcher | UXGen Technologies | Feb 2023 – Nov 2025 | Remote

- Spearheaded the UXGen Academy website redesign, leveraging user research and prototyping to boost course discovery by 30% and increase sign-ups by 20%
- Executed user research & usability testing for 2 mobile apps (Meal Mate, FitTrack Pro), raising task completion rates by over 25% and reducing user friction
- Shipped high-fidelity prototypes & a reusable component library in Figma, cutting development handoff time by 20% for 6+ projects
- Partnered with developers & product managers to streamline workflows and ensure pixel-perfect implementation of all design assets
- Contributed to multiple internal projects across UXGen ventures (UXGen Design Studio, UXGen Marketing, Mentor Manoj portfolio website, and UXGen Academy)

Freelance UX/UI Designer & Researcher | Self-Employed | Feb 2024 – Present

- Delivered user-focused, conversion-driven digital solutions for diverse clients across fitness and sports industries
- Collaborated directly with stakeholders and developers to ensure seamless project execution and implementation

PROJECT EXPERIENCE

1. Redesign UXGen Academy Website | UXGen Technologies

- Revamped the website to align with a vision of becoming a global voice in UX education, focusing on clean UI and intuitive navigation
- Engineered a clean, responsive UI, boosting course discovery by 30% and increasing user engagement by 25%
- Established a professional digital presence that drove a 20% rise in inquiries and course sign-ups

2. Meal Mate mobile app | UXGen Technologies

- Architected a smart meal planning and tracking app with personalized recommendations, increasing meal logging efficiency by 30%
- Performed user research and usability testing, improving task completion rate by 25% and reducing navigation friction
- Produced wireframes, prototypes, and high-fidelity UI in Figma, accelerating development handoff by 20%

3. FitTrack Pro app | UXGen Technologies

- Developed comprehensive fitness tracking flows with engaging progress visuals, improving user workout logging by 35%
- Led user research and testing, increasing task completion rate by 28% and reducing navigation errors
- Delivered full design specifications in Figma, accelerating development handoff by 22%

4. Olympia Fitness Club Website & Gym Management System | Freelance Project

- Built the club's first website from scratch, creating a modern online presence that reduced information search time by 40% and increased membership inquiries by 20% post-launch
- Introduced an intuitive Gym Management System dashboard, reducing staff management errors by 30% and saving approximately 2 hours of manual effort daily through streamlined workflows

5. Sportto Soccer Club Website | Freelance Project |

- Transformed an outdated website, creating a dynamic, engaging online presence for players and fans
- Implemented intuitive navigation and responsive UI, increasing information discovery by 35% and driving a 25% increase in event sign-ups and membership inquiries

SKILLS & EXPERTISE

- **Design & Prototyping**: Figma, Wireframing, Prototyping, Interaction Design, Visual Design, Responsive Design
- **Research & Testing:** UX Research, Usability Testing, User-Centered Design, Data Analysis, Maze, Information Architecture, Accessibility
- **AI & Development Tools**: UXPilot, Napkinai, MidJourney, ChatGPT/GPT-4, DALL-E, Notion AI, Uizard, HTML/CSS
- **Core Methodology:** Design Thinking, Prompting, Data Analysis

EDUCATION & CERTIFICATIONS

- **UX/UI Design Course** | PW Skills | Aug 2024 - Apr 2025
- **Bachelor of Education** | Dr. Ram Manohar Lohia Avadh University | 2020 - 2022
- **Bachelor of Arts** | Uttar Pradesh Rajarshi Tandon Open University | 2016 - 2019