



AI-DRIVEN SENIOR UI/UX DESIGNER

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AI-driven UI/UX designer with 14+ years shaping enterprise products across FinTech, government services, real estate, telecom and healthcare. I take products from user research and market analysis through low- and high-fidelity design to hand-off, and use AI tools trained on the design system to explore ideas and deliver solutions faster while leading design teams under tight deadlines. I also run UX analytics and audits with an AI agent: it reviews the product and the usage data, I use AI to extract the recurring patterns and pain points, and I turn those findings into a clear workshop scope for the client. Redesigned the end-to-end user journey, increasing task completion rates by 58% and reducing user abandonment by 25% through simplified flows, clearer interactions, and usability-driven design improvements. Currently designing DIFC's client-facing service portals in Dubai.

14+

years in design

10+

enterprise clients

4

design systems

5

company awards

EXPERIENCE

Elite Force Consultancy Ltd

Sep 2026 – Present

Lead UI/UX Designer · Client: DIFC Authority, Dubai

- Lead UI/UX for DIFC Authority's client portals, now engaged directly on the account.
- Own the service-request experience end to end: discovery with business teams, user flows, wireframes and high-fidelity UI.
- Use AI tools (Google Stitch, Figma Make) to generate design ideas and options quickly, then refine the strongest into final solutions.
- Train AI tools on the design system so generated screens follow its components and patterns, speeding up delivery.
- Manage design priorities against release deadlines and review builds with developers so they stay true to the design.

Absyz Software Consulting

Oct 2021 – Aug 2026

Senior Design Consultant · Clients: DIFC, Youngsoft, Sycomp, ABSA Banking

- Led UX for DIFC's real estate portals: landlord, tenant and agency management, plus commercial and retail leasing.
- Designed an end-to-end sales launch system covering EOI, appointments, tokens, booking and payment, plus a CSP dashboard for multi-entity providers.
- Ran user research and market analysis to shape product direction and pre-sales proposals.
- Managed projects from wireframes to hi-fi prototypes and client reviews under short deadlines, using AI to speed up ideation.
- Led the design team and client workshops across the UAE and India; Technical Excellence Award 2024.

EXPERTISE

AI-driven UI/UX design
User research
Market & competitor analysis
Low-fidelity wireframing
High-fidelity UI design
Interaction design & prototyping
Usability testing
Design systems
Google Analytics
UI/UX auditing (AI-driven)

DESIGN SYSTEMS

Salesforce Lightning · Google Material ·
Microsoft Fluent · Ericsson

TOOLS

Figma Figma Make
Google Stitch ChatGPT Claude
Adobe CC Sketch Adobe XD
Zeplin Jira Whatfix
MS Office

LEADERSHIP

Design team leadership
Project management
Stakeholder workshops Agile / Jira
Tight deadlines

Tata Consultancy Services

Jun 2015 – Oct 2021

Senior UI/UX Designer · Clients: Ericsson, Microsoft, Humana

- Designed enterprise web and mobile products within the Ericsson and Microsoft Fluent design systems.
- Ran the full user-centred design cycle: stakeholder and user interviews, personas, journey maps, user flows, usability and A/B testing.
- Took products from low-fidelity wireframes to high-fidelity interactive prototypes, and owned visual design through to hand-off.
- Guided junior designers and coordinated parallel teams to meet tight Agile sprint deadlines (Jira).
- Earned Service Commitment Awards (2018, 2020) and two On the Spot Awards (2019).

Hibu

May 2012 – Jun 2015

Graphic Designer

- Created print and digital collateral within brand guidelines, from first concept to final layout.
- Designed for Yellow Pages local directories and magazines, owning typography, imagery and readability.

RECENT WORK · CURRENT CLIENT: DIFC AUTHORITY

REAL ESTATE

Real Estate Client Portal

Designed dedicated portals for landlords and tenants, plus an agency management system desktop and mobile, shaped by a full UX audit.

LEASING

Commercial & Retail Leasing Portals

Designed leasing portals for commercial and retail spaces, including a guided lease registration journey for desktop and mobile.

PROPERTY SALES

Sales Launch System

Designed an end-to-end sales launch journey: expression of interest (EOI), appointment, token system, booking and payment screens.

CORPORATE SERVICES

CSP Dashboard

Designed a portal for corporate service providers (CSPs) to manage the multiple DIFC entities they handle from one dashboard.

EDUCATION

Bachelor of Business Administration (BBA)

Manipal University Jaipur (Online) · 2026 – Expected 2029

Diploma, Graphics & Animation

Image Multimedia India Pvt. Ltd. · 2010 – 2012

LANGUAGES

English · Telugu · Hindi

BEYOND WORK

Photography · Travel · Volleyball · Music · Film

AWARDS

2024 **Technical Excellence Award**
Absyz Software Consulting

2020 **Service Commitment Award**
Tata Consultancy Services

2019 **On the Spot Award ×2**
Tata Consultancy Services

2018 **Service Commitment Award**
Tata Consultancy Services