

Pooja Gawande

UX Designer & UX Lead | Experience Engineering

poojasgawande18@gmail.com linkedin.com/in/pooja-adakhe pooja.sangw.in Nagpur, India

PROFESSIONAL SUMMARY

User experience (UX) designer and UX lead with **10+ years in IT**, from building front-ends to leading UX teams. I design for **MedTech sales, e-commerce, banking analytics and enterprise SaaS**, and currently lead end-to-end UX at **Tata Consultancy Services**, using AI-powered design tools to explore and prototype faster. Colleagues recommend me for a strong grasp of user experience principles, attention to detail and clear collaboration with developers, so designs ship as intended.

CAREER PATH

2022 – now	2019 – 21	2016 – 19	2016	2014 – 15
UX Designer & UX Lead	**Senior Web Designer**	**UI Designer**	**UI Developer**	**Technical Assistant**

SKILLS

UX Research & Usability Testing
Requirements, user interviews, testing

Interaction Design & User Flows
Journey maps, wireframes, prototypes

Visual Design
High-fidelity UI, typography, colour

Mobile & Tablet UX
iPad apps, mobile e-commerce

AI-Assisted Design
AI tools for faster exploration

Components & Theming
Responsive libraries, React

Accessibility & Data Visualisation
Accessible UI, Tableau dashboards

Front-end Engineering
HTML5, CSS3, Bootstrap, FabricJS

User-Centered Design & Agile
Design thinking, Scrum Master

Tools: Figma, Sketch, InVision, Zeplin, Jira, Monday.com, Tableau

PROFESSIONAL EXPERIENCE

UX Designer & UX Lead | Tata Consultancy Services (designation: IT Analyst) — Jan 2022 – Present

Award: On the Spot (Team) Award

Align Technology | UX Designer — Present

- Leading end-to-end UX: requirement gathering, user research, journey mapping, wireframing, prototyping.
- Designed a Territory Manager map experience: territory planning, doctor mapping, route management.
- Designing Insight360, iPad applications for sales representatives and healthcare professionals.
- Turning business requirements into intuitive, user-centered solutions with stakeholders and developers.
- Using AI-powered design tools to speed up UX workflows, design exploration and prototyping.

UNFI | UX Lead — Sep 2023 – Jun 2024

E-commerce applications, within TCS's long-standing IT and retail supply chain engagement with UNFI.

- Led the UX team for the project.
- Ran brainstorming sessions with stakeholders to gather requirements and feedback.
- Built interactive prototypes in Sketch for desktop and mobile screens.
- Worked with UI designers on high-fidelity designs and with developers to ensure accurate implementation.
- Conducted usability testing to validate design changes.

PepsiCo | Monday.com Consultant — Sep 2023 – Jan 2025

- Customised Monday.com boards, automations, prioritisation, timelines and collaboration features.

Citigroup | UX Designer — Jan 2022 – Feb 2023

- Designed Tableau dashboards for several projects, starting from user-friendly wireframes.
- Researched chart colour combinations; designed the UI with a strong emphasis on accessibility.
- Took on a leadership role: reviewing tasks and assigning work to developers.

Senior Web Designer | MRR Soft — Award: Employee of the Quarter — Jun 2019 – Dec 2021

Artifi | visual product customisation platform

- Shaped an interactive, customer-centric customiser used inside brands' online stores.
- Created a custom responsive library and designed reusable React components to speed up development.
- Implemented a 3D view model and integrated embroidery and FabricJS with Canvas.

Znode | B2B e-commerce platform

- Crafted customer storefront themes and developed foundational UI elements for a multi-store platform.

Freelancer | Upwork — Mar 2019 – Jun 2019

UI Designer | RnR Datalex — Aug 2016 – Mar 2019

- **HRMS Portal** (enterprise management for IT and other industries) and **Rujul CRM** (business management): UI built with Bootstrap, DevExpress and jQuery.
- **GCC Rujul ERP**: VAT information portal for the GCC region, built on Magento.
- Client websites including **Anup Agro (Matrika)**, an illustrated, story-led brand site.

UI Developer | Flying Penguins — Jan 2016 – Aug 2016

- Built mobile app views for **GIVE Gita** (Bootstrap), **Home Service** (Material Design), **ShakeChilly** (Materialize).
- Made UI and content updates to the agency's own website.

Technical Assistant | Shri Ramdeobaba College of Engg & Management — Dec 2014 – Dec 2015

PROJECTS

Peek@Menu | personal UX project, contactless QR menu web app — 4 weeks

- Interviewed 6 restaurant-goers (ages 22–45); built 2 personas and a 5-step user journey.
- Designed an app-free QR-to-order flow, from wireframes to high-fidelity UI in Figma.

Earlier client websites: Tyre Kart (Magento), Cymplermails, Vital Nutrition, Bajaj Windows and others. Detailed case studies for all projects: **pooja.sangw.in/case-studies.html**

RECOMMENDATIONS | 7 on LinkedIn

> *"...a strong understanding of user experience principles and a remarkable ability to translate concepts into visually appealing and functional designs."*
>
> Umashankar P., Solution Architect, mentor (2024)

> *"Her problem-solving skills and clear communication on projects consistently delivered impressive results."*
>
> Atish Gore, Technical Architect & Lead, teammate (2025)

CERTIFICATIONS & COURSES

- Understanding & Implementing Design Thinking (certificate)
- Google: Foundations of UX Design; Start the UX Design Process
- Design Thinking Methodologies; User Experience: Design Thinking
- Sketch for UX Design; Intro to Web Design & Development
- Monday.com: Professional Services, Customer Success, Advanced Workflow, Product

EDUCATION

MCA, Shri Ramdeobaba College of Engg & Management, Nagpur — 2014

PGDCA, IICC, Nagpur (RTMNU) — 2012

BCA, Raisoni College, Nagpur (RTMNU) — 2011

VOLUNTEERING

5 years volunteering with an NGO associated with Lata Mangeshkar Hospital.