

ZUBIN UDWADIA

Product Designer | UX/UI Designer | Digital Experience Specialist

Healthcare • SaaS • Education • Trading Platforms • Digital Operations

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PROFESSIONAL SUMMARY

Product and UX Designer with 10+ years of experience designing enterprise platforms, healthcare systems, and trading applications. A unique hybrid specialist bridging Design, Technical Operations, and Product Thinking. Expert in UX strategy, design systems, and frontend collaboration. Experienced working directly with stakeholders, clients, and cross-functional teams in fast-paced environments to drive digital workflow improvements.

CORE SKILLS

Product & UX

UX Strategy, User Research, Wireframing, User Flows, Info Architecture, Responsive Design, Interaction Design, Design Systems, Prototyping

Design & Digital Ops

Figma, Adobe XD, Photoshop, Illustrator, Premiere Pro, PowerPoint, WordPress, Magento, CRM Workflows, Domain & Email Setup, SharePoint

Tech & AI Workflows

HTML5, CSS3, SCSS, JS, Bootstrap, Power BI, MS 365. AI-assisted design, ChatGPT, AI content generation, Prompt-assisted UX workflows

PROFESSIONAL EXPERIENCE

Break-Through Software Solutions | UX/UI Designer & Digital Experience Specialist Jan 2019 – 2026

- BCI Systems: Redesigned core modules for 'The Manager' enterprise suite using Adobe XD, Bootstrap, and SCSS, aligning design with business requirements.
- Juztez: Led UX/UI design for a NEET preparation platform, designing intuitive learning workflows and responsive interfaces.
- ROSEAid: Designed and maintained SharePoint-based CRM workflows and assisted with Power BI dashboard integration for operational reporting and data management.
- TurtleBay Advisory: Managed end-to-end digital experiences for the company and its clients, including website design and development, Magento storefronts, digital marketing assets, and ongoing website and digital operations support.

Intent Health (Break-Through Software Solutions) | Digital Experience, Marketing & IT Support

- Led creative content for healthcare campaigns, creating social media creatives, reels, and promotional video content.

- Managed digital operations including professional email systems setup, domain configurations, and clinic website maintenance.
- Supported digital tools and workflow coordination for healthcare and lifestyle brands.
- Improved usability and workflow clarity across customer-facing digital platforms.

Independent Freelance Projects | *UX/UI Designer & Product Design Consultant*

- Contributed to UX/UI design for independent financial and trading platform projects, focusing on responsive interfaces and workflow-focused user experiences.
- Developed scalable UI systems and modern interaction patterns for trading-oriented applications.

Ginni Systems Ltd. | *UI Specialist* 2016 – 2018

- Maintained internal UI guidelines and design systems for retail management applications and cloud POS solutions.

Openweb Solutions | *UI Evangelist* 2014 – 2015

- Led UX strategy and interface design across web and mobile application projects while handling technical coordination.

KEY PROJECTS

FindNPet: Designed complete UX flows and interface systems for a pet adoption initiative; managed website via WordPress.

MyJhamela.com: Co-created a consumer grievance platform; built intuitive complaint handling workflows and communication journeys.

House (personal product, in progress): Designing a household planning app built around 15-day sprints, connecting meal plans, recipes, pantry, shopping and preparation in one workflow.