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Links

- [Portfolio](#) 
- [LinkedIn](#) 
- [HikiePsyche](#) 

Skills

- UX Research
- User Testing
- Information Architecture
- Design Systems
- Wireframing
- Prototyping
- Responsive Web
- Figma
- Adobe XD
- Webflow
- WordPress
- HTML
- CSS

Education

07/2023

Professional Bootcamp:

UI/UX

DesignBoat UI/UX School

06/2022

Bachelor of Engineering:

Computer Science

Chandigarh University

Mohali

06/2020

Web Development:

Internshala Trainings

Aditya Bansal

UI/UX Designer

Profile

UI/UX designer with a **full-stack development background**, specializing in turning complex products into intuitive, conversion-focused experiences. Comfortable across UX research, information architecture, design systems and front-end build - designing interfaces and shipping them. Recently designed and built **HikiePsyche**, a live India-first travel-planning platform, end-to-end.

Projects

HikiePsyche - India-First Travel Planning Platform

Product & UX Designer (Self-initiated) · hikiepsyche.com

- Designed and built the platform **end-to-end** - UX research, IA, UI, design system and responsive WordPress/WooCommerce front-end.
- Structured complex information architecture - 6 regional zones, 30+ states and mood / trek / destination discovery - into a clean, **search-first navigation**.
- Designed a custom "**confidence score**" trust system plus a day-wise itinerary and offline Google Maps flow to cut planning friction.
- Built a reusable, component-based **design system** for consistency across 100+ pages and a streamlined cart-to-checkout journey.

Experience

Flying Saints - Sr. UI/UX Designer

Noida, IN

10/2023 - Current

- Lead **UX research and usability testing** to guide design decisions across client websites and web apps.
- Design wireframes and interactive prototypes in **Figma**, improving task completion and reducing user drop-off by 25%.
- Own **information architecture** and navigation systems that boost task efficiency across projects.
- Build and maintain design systems that keep brand and interaction consistent at scale.
- **Mentor junior designers** and run design reviews to raise team-wide UI/UX quality.

Cognizant Technology Solutions - Programmer Analyst Trainee

01/2022 - 09/2022

- Built and optimized front-end features as a **Full Stack (MERN)** developer, improving user engagement by **25%** and cutting page load time by **30%**.
- Developed responsive web pages with **HTML and CSS** to enhance user experience.
- Worked across **JavaScript** (Express.js, React.js, Node.js) and MongoDB.

Hobbies & Interest

- Art & Design
- Travelling
- Photography
- Music