Sejal Naik

Senior Product Designer | HFI-CUA™ | Design Mentor at ADPList
Designer experienced in e-commerce domain and AI-driven startups

EXPERIENCE

Senior Product Designer | CeX webuy

Dec 2021 - Present (3 years 5 months)

- Led the design strategy and execution for CeX's global e-commerce platforms (iOS, Android, desktop, & mobile sites), serving markets in the UK, India, & 11 other territories.
- Successfully redesigned the CeX's website & mobile apps in 6 months, including a month in London HQ.
- Maintained a comprehensive atomic design system to ensure consistency .
- Collaborated closely with Product Managers, Business Analysts, Developers, and stakeholders to align design solutions with business objectives.
- Mentored designers and fostered a culture of design excellence within the team.
- Improved average session duration by 17% and reduced bounce rate by 23% through data-informed UX design iterations and continuous usability testing.
- Won the **popular choice award** for designing an interactive metaverse store for Designer Exchange product.

Product Designer | MeetMinutes

Jun 2021 - Nov 2021 (6 months)

- Successfully designed the AI based meeting summariser web app - Meetminutes.in from scratch, for Insights machine.
- Led the end-to-end product design lifecycle, including user research, wireframing, design prototyping, and usability testing.
- Collaborated with cross-functional teams to ensure a seamless user experience and alignment with business goals.

UX Designer | Anand Controls

Mar 2021 - Jun 2021 (4 months)

- Designed the app experience for the products of Anand Controls.

Visual Designer | Paper Saga

Apr 2020 - Mar 2021 (1 year)

- Worked for multiple brands MVPs & its visual design for start-ups in technology (VAA Tech, Anand Controls), retail (Swadeshi, Ajodah), fashion sector (Flafiaa) & more.

Developer | Tata Consultancy Services

Oct 2014 - Mar 2020 (5 year 5 months)

- Designed solutions and new functionalities for the HRM system of a US-based bank.

PORTFOLIO & CONTACT

🔗 https://sejalnaik.in/
✉️ sejalnaik.designer@gmail.com
in https://www.linkedin.com/in/sejaln/
📞 +91 9004025103
📍 Bengaluru, India

EDUCATION & CERTIFICATIONS

HFI Certified Usability Analyst™
Human Factors International

Specialization in Design Certificate
CalArts

Bachelors of Engineering
University of Mumbai
2014

MENTORSHIP

Design Mentor | ADPList

Nov 2022 - Present

- Recognised as a **Top 1% Mentor in Design** for the month of April'23 on ADPList.
- Mentored for over 50 sessions across the world as verified mentor on ADPList.

SKILLS

Design

User research, Wireframing, prototyping, UX design, Interaction design, Visual Design, Empathy map, Information Architecture, Design strategy, Task Flows, mobile apps design, Design Systems, Usability Testing, Team Mentoring

Tools

- Figma
- Sketch
- Jira
- Adobe XD
- Invision