

Sandeep Dhiman

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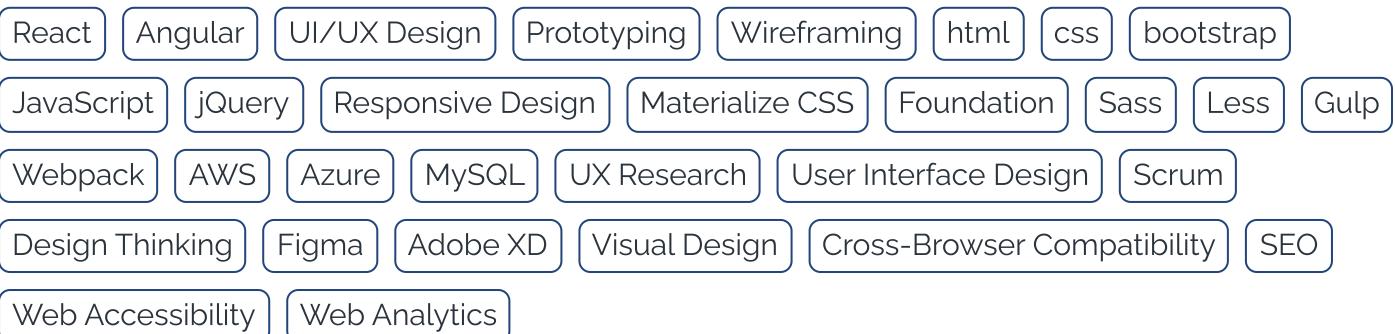
Summary

With over 12 years of experience in UI/UX design, I'm passionate about creating unique, elegant, and user-centered digital experiences. Guided by my design philosophy—Plan, Apply, Reflect, and Inspire—I transform complex ideas into intuitive, visually engaging interfaces that align seamlessly with both client goals and user needs.

I specialize in UX strategy, wireframing, prototyping, and interface design, ensuring every product is not only beautifully refined but also functionally effortless. From concept to launch, I prioritize usability testing, accessibility, and design consistency, thoughtfully shaping every detail to enhance the overall user journey.

Driven by creativity and precision, I continuously explore emerging design trends and technologies to deliver fresh, innovative solutions that elevate engagement and exceed expectations.

Skills



Experience

ATF Labs , Lead UI/UX Desinger

Sep 2024 - Aug 2025

Agra, U.P

- Led the UI/UX design team, managing designers and developers to deliver high-quality, user-centered digital products.
- Designed and developed UI components and dashboards using Angular, React, and Syncfusion component libraries.
- Worked with UK clients, including major financial institutions (Barclays, Lloyds), to define requirements, design systems, and user flows.
- Created interactive and data-rich dashboards for banking and financial analytics platforms with a strong focus on data visualization and usability.
- Built detailed wireframes, prototypes, and mockups in Figma and Adobe XD for both mobile and web applications.
- Collaborated closely with stakeholders to conduct user research, usability testing, and iterative design improvements.
- Integrated front-end UI designs into Angular-based applications, ensuring seamless collaboration with development teams.
- Developed responsive and pixel-perfect interfaces using HTML5, CSS3, Tailwind CSS, Bootstrap, and WordPress.

- Managed end-to-end design delivery—from conceptualization to final handoff—maintaining consistency across all UI elements.
- Oversaw client communication, design reviews, and project timelines to ensure timely and high-quality deliverables.
- Created and maintained scalable UI libraries and design systems to standardize visual consistency across large-scale projects.
- Utilized Azure DevOps for agile workflow management, sprint planning, and cross-functional team collaboration.

Podymos Ltd , Lead UI/UX Designer

Brentford, United Kingdom

Jul 2023 - Aug 2024

- Designed interactive wireframes, mockups, and prototypes in Adobe XD and Figma for desktop and mobile interfaces, prioritizing usability and accessibility.
- Took full ownership of design implementation by developing UI layouts using HTML5, CSS3, jQuery, and WordPress, ensuring pixel-perfect alignment with approved mockups.
- Created responsive dashboards and web interfaces, transforming client requirements into visually engaging and user-friendly solutions.
- Collaborated closely with UK clients to understand business goals, define user flows, and deliver intuitive, high-quality product designs.
- Utilized Wrike for effective project management, coordinating between designers, developers, and clients to ensure on-time progress and delivery.
- Customized WordPress and Shopify themes and plugins, extending functionality while maintaining brand consistency and design integrity.
- Conducted usability testing, debugging, and performance optimization to improve speed, accessibility, and cross-browser compatibility.
- Managed 10–15 client projects simultaneously, ensuring clear communication, progress tracking, and consistent client satisfaction.
- Provided post-launch support, implementing UI/UX improvements based on user behavior analytics and client feedback.

Jupitice Justice Technologies Pvt Ltd , Lead UI/UX Designer

Chandigarh, Chandigarh

Apr 2021 - Jun 2023

- Led end-to-end UI/UX design processes, including user research, wireframing, prototyping, and final design implementation for large-scale digital products.
- Collaborated with government stakeholders, product owners, and business analysts to define user journeys, system requirements, and accessibility guidelines.
- Created high-fidelity wireframes, prototypes, and design systems using Figma and Adobe XD for both desktop and mobile interfaces.
- Designed complex dashboards and data-visualization interfaces, ensuring usability, clarity, and accuracy for diverse user groups.
- Developed and maintained a comprehensive UX strategy aligned with product goals, emphasizing accessibility (WCAG), performance, and user-centered design.
- Conducted user testing, UX audits, and design reviews to validate design decisions and optimize workflows.
- Worked closely with front-end teams to ensure pixel-perfect implementation and design fidelity across browsers and devices.
- Facilitated UX workshops and design sprints to align teams on product direction, features, and user needs.
- Built responsive front-end interfaces using Angular, ReactJS, HTML5, CSS3, Bootstrap, Tailwind CSS, and jQuery.

- Managed version control and team collaboration through Git and Azure DevOps, supporting Agile development cycles.
- Ensured W3C and WCAG accessibility compliance across all digital platforms.
- Developed scalable, brand-aligned design systems and reusable UI components for consistency across Angular and React projects.
- Designed data-intensive government dashboards that improved navigation, reporting clarity, and decision-making efficiency.
- Created interactive prototypes that accelerated stakeholder approval cycles and reduced overall development time.
- Established UI/UX best practices and reusable component standards, improving team velocity and product scalability in React and Angular ecosystems.

Faxtrax Infotech Pvt Ltd. , Lead UI/UX Designer

Jul 2019 - Apr 2021

Ahmedabad, Gujarat

- Lead the full UI/UX design lifecycle, creating visually engaging, user-centered, and mobile-responsive web experiences.
- Collaborate with clients and stakeholders to translate business goals into effective design strategies, intuitive user journeys, and scalable interface solutions.
- Oversee design implementation and front-end integration, ensuring brand consistency, usability, and technical feasibility across all digital products.
- Mentor and guide design and development teams, promoting best practices in design systems, accessibility, and responsive UI development.
- Conduct usability testing, heuristic evaluations, and user research to refine experiences and enhance overall user satisfaction.
- Analyze and optimize website performance metrics, improving UI/UX to increase traffic, engagement, and conversion rates.
- Develop comprehensive brand identity assets and visual design systems, ensuring consistency across all digital touchpoints.
- Work effectively within Agile and DevOps environments, contributing to sprint planning, design reviews, and collaborative workshops.
- Demonstrate hands-on expertise in front-end technologies including Angular, HTML5, CSS3, Bootstrap, Tailwind CSS, jQuery, and WordPress.
- Utilize Adobe Creative Suite, Figma, and Adobe XD for high-fidelity wireframes, prototyping, and user interface design.
- Ensure compliance with W3C and WCAG accessibility standards, delivering responsive, inclusive, and high-performing web solutions.
- Customize and optimize CMS platforms such as Magento, WordPress, Shopify, and October CMS for enhanced functionality and performance.
- Manage end-to-end project lifecycles—from concept and design through development and deployment—ensuring timely, high-quality delivery.
- Collaborate with developers to resolve UI, CSS, and jQuery issues, ensuring a smooth and accurate handoff between design and development teams.
- Continuously explore new tools, frameworks, and design trends to deliver innovative, scalable, and future-ready digital solutions.

Grazitti Interactive , UI/UX Designer

Jul 2016 - May 2019

Panchkula, Haryana

- Recruited as a Senior Team Lead UI/UX Developer, responsible for developing micro-interactions and mobile-responsive websites.
- Conducted workshops and training sessions to educate stakeholders on UI/UX principles, design

thinking, and best practices.

- Leveraged user feedback and analytics to iterate on design solutions, enhancing overall usability and user satisfaction.
- Created interactive prototypes using Framer and Proto.io to demonstrate user flows, interactions, and product functionality.
- Designed accessible, inclusive interfaces in alignment with WCAG 2.0 guidelines to ensure usability for all user groups.
- Collaborated with engineers and product managers to ensure seamless and accurate implementation of UI/UX designs.
- Developed wireframes, mockups, and prototypes for a new e-commerce platform that contributed to a 20% increase in sales.
- Mentored junior designers, offering guidance, feedback, and support to strengthen the design team's capabilities.
- Consulted directly with clients to gather requirements, validate ideas, and present design recommendations.
- Utilized front-end technologies including HTML4/5, CSS2/3, jQuery, Bootstrap, and Material Design to develop modern, responsive interfaces.
- Designed and updated UI layouts to meet usability, performance, and cross-browser compatibility requirements.
- Produced high-performing websites optimized for multiple browsers, ensuring a consistent and engaging user experience across platforms.

Milagro Interactive Pvt Ltd. , Web Designer

Feb 2013 - Jul 2016

Chandigarh, Chandigarh

- Created wireframes and high-fidelity prototypes for a new e-commerce platform, contributing to a 20% increase in sales.
- Designed and built responsive, user-friendly websites using HTML, CSS, JavaScript, and modern responsive frameworks.
- Collaborated with UX designers to ensure accessibility and consistent user experience across devices and platforms.
- Optimized websites for search engines (SEO) to improve visibility and drive organic traffic.
- Managed website updates, content creation, and ongoing maintenance tasks to ensure site performance and reliability.
- Designed and developed e-commerce websites with fully integrated shopping cart functionality and payment gateways.
- Utilized content management systems (WordPress, Drupal) for efficient website content management and deployment.
- Created interactive prototypes and wireframes to effectively communicate website functionality, navigation, and design concepts to stakeholders.

Education

BACHELOR OF COMPUTER APPLICATION , Government Mohindra College (BSC-CA)

Jun 2018

Patiala, Punjab

Language

English Hindi Punjabi

Projects

House of Scandal

Role: Design & Development

Website: houseofscandal.com.au

Led full UI/UX design and front-end development for this e-commerce platform. Delivered custom theme development, responsive layouts, and an optimized checkout experience.

Tools: Adobe XD, Shopify, HTML5, CSS3, Bootstrap, jQuery

Diamond Chemistry

Role: Design & Development

Website: diamondchemistry.com

Designed and developed a luxury jewelry e-commerce website from mockups to deployment, focusing on product visualization, smooth navigation, and mobile responsiveness.

Tools: Figma, Shopify, HTML5, CSS3, JavaScript

Legacy Art Dubai

Role: Design & Development

Website: legacyartdubai.com

Created a minimalist UI for an art gallery site with responsive grids and subtle animations to enhance visual appeal.

Tools: Figma, Shopify, Bootstrap, jQuery

Noble Jewellery (New Zealand)

Role: Development & HTML Design

Website: noblejewellery.co.nz

Implemented a custom HTML/CSS structure optimized for SEO and responsiveness, collaborating on UI enhancements for product displays.

Tools: HTML5, CSS3, JavaScript

Next Commerce

Role: UI/UX Design

Website: nextcommerce.com

Designed user flows, wireframes, and mockups for a SaaS e-commerce solution, focusing on intuitive dashboards and high-conversion interface elements.

Tools: Adobe XD

Chrysa Koukoura

Role: UI/UX Design

Website: chrysakoukoura.com

Designed a visually rich, minimalist portfolio for an artist brand with emphasis on hierarchy, spacing, and accessibility.

Tools: Adobe XD

Shoot In School

Role: Design & Development

Website: shootinschool.com

Delivered complete design and development for a training platform, integrating booking features and fully responsive layouts.

Tools: Figma, WordPress, HTML5, CSS3, JavaScript

House of Kalra

Role: Design & Development

Website: houseofkalra.com

Developed a premium fashion e-commerce website featuring custom product layouts and smooth user navigation.

Tools: Figma, WordPress, Bootstrap

Astral Skin World

Role: UI/UX Design

Website: astralskinworld.com

Created elegant, responsive UI layouts for a skincare brand, emphasizing product storytelling and visual consistency.

Tools: Figma, Adobe XD

Design Showcases

- <https://www.figma.com/design/JiUuelx9411xclCLwjAf/shootin-school?node-id=0-1&p=f>
- <https://www.figma.com/design/JiUuelx9411xclCLwjAf/shootin-school?node-id=1-24696&p=f>
- https://www.figma.com/design/st8UGWRec52ZSkh6Dvwrzf/REIGN_Mario_Sandpit?node-id=4315-1713&p=f
- figma.com/file/mmfj5lub3UhRAM3DioywMw/Diamond%20Chemistry?nodeid=386%3A16085&uid=1255929393037545950
- <https://www.figma.com/design/ixT531L3jLize1WaREyKVC/Aduit?node-id=10-2146>
- <https://www.figma.com/design/sAwFDqGcztiHWbEFOMB7VD/Visualizer---V1?node-id=324-7450>
- <https://xd.adobe.com/view/28a76d9a-e599-435b-bac2-49818450d4be-7df4/>
- <https://xd.adobe.com/view/0d7a9981-00da-466e-bfaf-ce2fd01fe26f-5829/>
- <https://xd.adobe.com/view/5f1a146b-0f90-497a-b951-c9e720bd8b60-0a49/>
- <https://xd.adobe.com/view/835b4645-9b7d-4cfb-a37c-ca5bf2746e99-d608/>
- <https://xd.adobe.com/view/90ada04b-2333-44b9-bce0-d737569aa69b-c5fe/>
- <https://xd.adobe.com/view/8d3f0276-1f62-435b-8ba2-dac9f5f6ed57-d86c/>