

AMISH AGARWAL

Senior UX - UI Designer - Enterprise Applications - Exploring AI and Automation

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Summary

User-centered designer with 4+ years of experience delivering B2B and enterprise UX - UI across pharma, healthcare, travel, and real estate. Skilled in research, wireframing, prototyping, stakeholder workshops, and agile collaboration. Adept at simplifying complex systems through co-design and systems thinking. Exploring UX and GenAI intersections. Proficient in Figma, Appian, Adobe CC, and WordPress.

Skills

Design: Figma, Adobe CC, Appian, Miro, WordPress, Zoho

Artificial Intelligence (AI): ChatGPT, Midjourney, Gemini, Sora

PM and Collaboration: Asana, Jira, Azure DevOps, Notion

Soft Skills: Design research; stakeholder interviews and synthesis; service design and process mapping; co-design facilitation; communication and presentation; cross-functional collaboration; leadership;

Domain Expertise: Aviation; Travel; Pharmaceuticals and Clinical Research; Healthcare and Life Sciences; Banking and Finance; Real Estate; Logistics and Transportation; E-commerce;

Work Experience

Freelance - UX - UI Designer and WordPress Developer

Aug 2024 - Present | Remote, Singapore

- Led UX/UI and WordPress builds for banking, healthcare, logistics, and B2B SaaS; launched responsive sites to improve SEO and conversions.
- Established a Figma-to-Elementor workflow; boosted conversions by **32%** for a logistics client.
- Portfolio: amishagarwal.in/2021/05/21/web-design-services

Xebia - Senior Consultant (UX - UI)

Nov 2022 - Jul 2024 | Jaipur, India

- Led UX - UI for a pharmaceutical B2B platform, reducing clinical research timelines by **50%**.
- Facilitated co-design workshops; contributed to systems analysis and requirements documentation.
- Delivered PoCs (web and mobile) within the Solutions and Innovation team.
- Case study: [Designing the Future of Clinical Trials](#)

Prodware Solutions - UX - UI Design Consultant

Jun 2022 - Nov 2022 | Mumbai, India

- Delivered responsive UI for enterprise warehousing and ERP platforms; led branding refresh.
- Maintained design fidelity across releases; contributed to marketing assets and pitch decks.

Upwise Professionals - UX - UI Consultant

Dec 2021 - Jul 2022 | Remote, The Netherlands

- Designed digital process solutions using Zoho tools across real estate, finance, and e-commerce.
- Built UI/UX and WordPress front-end solutions tailored to evolving client needs.

Freelance - UX - UI Designer and WordPress Developer

Sep 2019 - Jun 2022 | Remote, The Netherlands

- Built custom WordPress websites with multilingual, e-commerce, and dynamic modules; delivered end-to-end UX projects for startups and SMEs.

Education

National University of Singapore (NUS) - MDes, Integrated Design

Aug 2024 - Sep 2025 | Singapore

GPA: 3.9/5

Coursework: Collaborative Design; Service Systems; Innovation Practices (industry studios with Samsung, Microsoft, Mastercard, Changi)

Focus Areas: service design, research methods, systems thinking, prototyping

University of Amsterdam - BA, Information and Media Studies

Jul 2019 - Jun 2022 | Amsterdam, Netherlands

GPA: 7.3/10

Focus Areas: sentiment analysis, media production, discourse analysis, speculative design

Selected Projects

Redesigning NMMT Bus Application - Systems Thinking and UX - UI Design

Aug 2025 - Sep 2025:

Led a mobile-first UX redesign for the public transit app; mapped end-to-end rider journeys, defined IA, and created high-fidelity **Figma** prototypes. Ran **usability testing** and applied **design tokens** for consistency across screens; scoped **IoT** features for live bus tracking. [Figma deck](#)

Designing B2B Loyalty Program for EV Charging

Jan 2025 - May 2025:

Designed a **B2B loyalty platform** for Shell and Eigen Energy: stakeholder interviews, **service blueprint**, and wallet + rewards flows. Built **Figma** prototypes and a component library; validated with **user research** and scenario-based walkthroughs. [Figma deck](#)

UX of Airport Spaces

Nov 2020 - Feb 2021:

Conducted a spatial UX study of airport wayfinding: observational research, task flows, and **heuristic evaluation**. Proposed signage, queue, and layout changes; documented findings and wireframes.

[Google Doc](#)

Re-Designing Canara Bank's Mobile Payment MVP

Nov 2024 - Dec 2024:

Simplified the **mobile payments** flow for a banking MVP: benchmarked Indian payment apps, defined task flows, and built **Figma** prototypes. Recommended **accessibility** and **error-state** standards; documented handoff for engineering. [Case study](#)