



Aditya Mulik

Senior UX/UI Consultant

Senior UX/UI Consultant with 8+ years of experience across diverse industries like Health Insurance, Banking & Finance, E-commerce & Retail. I leverage user research and design thinking to craft intuitive and engaging user experiences. My passion lies in the power of UX to bridge the gap between users and technology.

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Portfolio

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+971 522366418

Work Experience

Senior UX/UI Consultant

Daman - National Health Insurance Company, July 2023 - Present

- Leading the innovative digital transformation across Daman and Thiqa's (government health insurance program) touchpoints, with strategic enhancements to user experience and modernizing the interfaces
- Developed a data-driven, user-centered strategy for the Thiqa kiosk using rigorous user research and testing of diverse kiosk, resulting in a 12% reduction in help center visits and 10-minute average task completion time
- Partnered with the CX team to launch the Apollo program via workshops, which pinpointed opportunities to elevate the Daman mobile app experience and refine core functionalities
- Successfully integrated Daman healthcare services within TAMM's (Abu Dhabi Government Services) design system and regulatory frameworks
- Enhancing the end-to-end user experiences for insurance buying, service portals, and healthcare data management portal through user research, journey mapping, IA, and usability testing

UX/UI Designer

Freelancer, August 2022 - June 2023

- The Fitness App concepts were strategically designed through user research (on-site observations, interviews, gym stakeholder feedback) and on-time delivery was ensured with effective scoping and communication

UX Consultant

KPMG Pvt Ltd, Mar 2021 - Apr 2022

- Led and developed design solutions, strategy decks, wireframes, and visual mockups to enhance Standard Chartered Capital products, digital cash management, lending and mortgage products, fraud prevention, and HRMS
- Implemented feedback and cross-selling product modules in ATM application, resulting in a 18% increase in customer satisfaction and leads
- By redesigning SBI bank's customer account opening process using funnel analysis, session recordings, and usability testing, achieved a 25% decrease in abandonment rates and a 40% faster completion time

UX/UI Designer

Cactus Communication Pvt Ltd, Sept 2019 - Feb 2021

- Elevated user satisfaction by 10% and enhanced information findability by 9% through successful redesign of the R Pubsure website
- Led a productive brainstorming session by addressing user pain points, requirements, and proposing innovative ideas that resulted in the creation of the R Upskill product

Senior UI/UX Designer

SHJ International Pvt Ltd, Oct 2018 - Aug 2019

- As the sole designer, Led design direction independently, overseeing strategy, research, wireframes, and design. Proficient in WordPress, HTML, CSS, JavaScript, and CMS software for enhanced user experiences

UI/UX Designer & Web Developer

HNR Tech Pvt Ltd, Mar 2015 - Oct 2018

- Accomplished redesign test project led to new client acquisition and business growth. Created and managed project style guides, pattern libraries, and asset repositories

Junior Web Developer

Creatiwitty Design Solutions, Jun 2014 - Feb 2015

- Crafted feature-rich client websites using PHP, HTML, CSS, and JavaScript for high-quality experiences. Transformed mockups into functional web pages implemented with CORE PHP

Skills

UX Research, Design Thinking, User Flows, Customer Journey Mapping, Empathy Mapping, Information Architecture, Low- and High- Fidelity Wireframing, Prototyping, Interaction Design, User Centered Design, User Testing and Validation, Usability Testing, Unit Testing, Design System Development, Design Sprints, A/B Testing, Agile & Lean methodologies.

Coding fundamentals: HTML, CSS, JavaScript, React Native (Beginner)

Tools

Figma, Balsamiq, Adobe XD, InVision, Axure, Sketch, Photoshop, Illustrator, Microsoft Visio, UserTesting.com, Optimal Workshop, SurveyMonkey, Crazy Egg, Google Analytics, Hotjar, Zeplin, Jira, Trello, Asana, WordPress

Education

Master's in Computer Application

Mumbai University, 2011 - 2014

Bachelor's in Computer Application

Mumbai University, 2008 - 2011

Certification

Human Factors International

(Certified Usability Analyst-UX)

17 Feb 2020 - 28 Feb 2020

Manual-Automation Testing

(Selenium Webdriver with javascript)

22 Nov 2015 - 28 May 2016

Personal Details

Date of Birth: 02-Feb-1990

Visa: Spouse Visa

Medical Insurance: Yes

UAE Driving License: Yes