



Aditya Mulik

Senior UX/UI Consultant

Senior UX/UI Consultant with 7+ years of experience across diverse industries like Health Insurance, Banking & Finance, E-commerce & Retail, and the Public Sector. 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

- Assisting Daman and Thiqa-government health insurance program in their digital transformation, including optimizing user experiences, enhancing interfaces, and ensuring regulatory compliance
- Leveraging user research and testing of diverse kiosk models, proposed a user-centered strategy for Thiqa kiosk, reducing help center visits by 12% and cutting task completion time to 10 minutes
- Enhancing insurance buying journeys, service portals for diverse roles, and healthcare data management portal by utilizing user research, journey mapping, information architecture, usability testing methodologies

UX Designer

Freelancer, Dec 2022 - June 2023

- Transformed client requirements into user-centric concepts for a Fitness App through on-site observations, interviews, and feedback integration from gym stakeholders

Relocation-Career Break

May 2022 - Nov 2022

- I got married in May and moved to Dubai in July to support my wife's career. During this period, I often went to Mumbai to take care of my priorities

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
- Utilizing the combination of funnel analysis, session recordings, and usability testing. I redesigned SBI banks customer account opening process, resulting 25% decrease in abandonment rates, 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, 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

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