



Yashgiri Goswami

UI/UX Designer



PROFILE

Innovative UI/UX Designer & Motion Graphics Specialist with 5+ years of experience delivering high-impact digital experiences. Expert in crafting intuitive interfaces and dynamic visuals for web, mobile, and enterprise platforms-especially in the real estate tech space. Known for blending design thinking with motion storytelling to create products that are both functional and visually compelling.

EMPLOYMENT HISTORY

Sr. UI/UX Designer

Midnight Digital Pvt. Ltd. (Jun 2022 – Present)

Specialized in end-to-end UI/UX design for enterprise SaaS and real estate platforms, with a focus on improving usability, scalability, and conversion outcomes.

Key Responsibilities & Impact

- Redesigned lead & booking flows (boosted conversions by **18%**)
- Built responsive UI library (reduced dev handoff issues by **30%**)
- Conducted usability testing with 50+ users (cut task time by **25%**)
- Partnered with PMs to ship **12+ large-scale** features across web & mobile
- Developed scalable design system components (**adopted in 5+ client portals**)

Highlighted Projects

- Prestige Group – Delivered multiple enterprise platforms:**
 - Sales & Pre-sales Portal** – Booking flow redesign → improved sales team efficiency & conversion
 - CRM & CMS** – Web apps for sales & content management
 - Analytics Dashboards** – Real-time reporting for 1,000+ daily users
 - AI-Powered Calling System** – Automated lead management & reduced manual effort
 - Customer Apps** – Responsive web & mobile platforms for end-users
- Godrej Living**
 - Society Management System** – Complaint, billing & community portals
 - Security Guard App** – Visitor tracking & patrol management for gated societies

Additional client projects delivered; only key highlights shown here.

Tools:

Figma, Adobe XD, Illustrator, After Effects

DETAILS

Basic Information

115, Sardar Patel Society 2,
Victoria Park Road, Jewels Circle
Bhavnagar, 364001 Gujarat

9512309321

goswamiyash0044@gmail.com

Date/Place of birth

12/08/1997

Bhavnagar

Nationality

India

Portfolio

uxgiri.in/yash/

CORE SKILLS

UI/UX Design

Wireframing & Prototyping

Design Systems & Component Libraries

User Research & A/B Testing

Analytics-Driven Design (GA, Mixpanel, Hotjar)

Visual & Motion Design

Motion Graphics & Micro-Interactions

Branding & Visual Design

Tools

Figma, Adobe XD, CorelDraw

Illustrator & Photoshop

After Effects (Lottie export)

Collaboration

Worked closely with Dev & PMs



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UI/UX Designer



UI/UX Designer & Motion Graphics Artist

Achintya Labs (Jan 2020 – Jun 2022)

Worked across UI/UX and Motion Graphics to transform static visuals into engaging web, mobile, and desktop experiences.

Key Responsibilities & Impact

- Designed mobile-first UX flows & interactive prototypes
- Animated UI mockups for **investor & client demos**
- Produced explainer videos & motion graphics for marketing
- Led design process from wireframes to final visual UI
- Delivered cross-platform experiences for **education, healthcare, eCommerce, and security tech domains**

Highlighted Projects

- **Education** – Studyfy (learning platform), Bharat Academy (education CMS)
- **eCommerce** – Patel Brothers (product journey UI), Nummur & Zada Star (shopping experience)
- **Healthcare** – Aclinico (EHR desktop/web app), Vishwakarma Orthopaedic Hospital App, City Dental & Maxillofacial Hospital App
- **Community** – Runr (local business & citizen engagement platform)
- **Security** – Security Guard App (QR-based patrol & reporting system)

Additional client projects delivered; only key highlights shown here.

Tools:

Figma, After Effects, Premiere Pro, Illustrator, Photoshop

Graphic Designer

Achintya Labs (Jan 2019 – Jan 2020)

Worked as a core visual designer responsible for print, branding, and digital graphics across multiple campaigns.

Key Responsibilities & Impact

- Designed brochures, banners, posters, and social media creatives
- Created packaging mockups & stationery for client branding
- Developed event & promotional print materials
- Ensured brand consistency across all collaterals
- Collaborated with marketing teams to meet campaign goals & creative briefs

Highlighted Projects

- **Branding Assets** – Client-side stationery, packaging & logo applications
- **Marketing Campaigns** – Event posters, flyers & digital ad creatives
- **Social Media Design** – Engagement-driven posts & visual storytelling

Additional client projects delivered; only key highlights shown here.

Tools:

Adobe Illustrator, Photoshop, CorelDRAW

COURSES

Google UX Design, Coursera

EDUCATION

Sarathi Vidhya Sankul, Bhavnagar
Higher Secondary Education (12th - Science)

HOBBIES

Creative design & problem solving UI/UX flow optimization Graphics & motion animation exploration