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Aviral Bajpai

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ABOUT ME

Senior Product Designer with **9+ years of experience** turning complex workflows into products people understand on first use. I've led **design and product decisions** from a national e-auction platform for 12 public-sector banks to a Swiss clean-energy operating system. I bring deep **ownership** to product strategy, think in scalable design systems and prototype in motion.

Open to roles in Europe.

WORK EXPERIENCE

Smartlead.ai - Australia, Remote

Senior Product Designer

[05/01/2026 - Current]

- Leading the full-cycle design from discovery and UX research to high-fidelity UI and developer handoff.
- Leading design for Smartlead's AI vertical from 0 to 1, from user flow to final polish in front end code.
- Prototyping flows in code with Claude, to test ideas with engineers before they're built.

Techjockey Infotech Pvt. Ltd. - India, Delhi

UI UX & Product Designer

[28/02/2022 - 31/12/2025]

- Led a product UI/UX revamp of a marketplace of 20,000+ software products and 2M+ users that lifted B2B leads by 12%.
- Developed a CRM application for web and mobile platforms.
- Designed Techjockey for Hotels & Techjockey Enterprise, platforms for hospitality & enterprise IT buyers.
- Collaborated with product & tech teams to refine user flows & UX.

PAID Network India - India, Remote

Visual Designer

[13/09/2021 - 25/02/2022]

- Webpages, Landing pages & Crypto Launchpad UI design.
- Motion design & animations for boosting user engagement.

Rangtara - India, Delhi

Brand Identity Designer

[03/02/2020 - 30/08/2021]

- Design and execution of Brand Identity & Packaging design
- Website banners & social media posts.

XXLLENT - India, Remote

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Sr. Graphics and Video Designer

[07/05/2018 - 25/01/2020]

- Motion Graphics, Video editing.
- Website banners, Social Media posts, App Push notifications.

PROJECTS

Electrify OS Emost AG | Switzerland

IoT operating system for a fleet of mobile battery units that replace diesel generators on construction sites and at events.

- Led design and product decisions, from personas and role mapping to high-fidelity UI and prototypes.
- Conduct user-centred ideation for features & enhancements.

Athena Leicester Athena | United Kingdom

New brand identity and website for a Grade II listed Art Deco venue.

- Led the project from client consultation and UX research to information architecture, UI and launch.

BAANKNET Department of Financial Services | Govt of India

India's national e-auction platform, bringing all 12 public-sector banks onto one portal to sell residential and commercial assets.

- Led design and product decisions for the bidding flow, wallet, registration and admin dashboard.
- Built personas and empathy maps for bidders, bank officials and admins, and ran usability tests with stakeholders.

EDUCATION & TRAINING

Bachelor of Business Administration

School of Management Sciences [01/07/2013 - 30/07/2016]

City: Varanasi | **Country:** India

SKILLS

Product Design | Interaction Design | Design systems | Dashboard design | Wireframing | Prototyping | Accessibility (WCAG) | Motion design | Figma | After Effects | Claude Code | Adobe CC | Front-end design | User Centered Design

LANGUAGE SKILLS

Mother tongue(s): Hindi | English

PORTFOLIO

www.aviral.design