

SANDEEPKUMAR VIRANI

UI UX Designer | Product Designer | SME | Instructor | Curriculum Designer and Developer

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LinkedIn Profile: www.linkedin.com/in/penexpert

Portfolios: [UI/UX Portfolio](#) | [IBM UI/UX Capstone Course](#) | [IBM UI/UX Figma Course](#) | [IBM UI/UX Design Professional Certificate](#)

SUMMARY

A passionate, visionary, and result-driven UX UI Product Designer | Instructor | Curriculum Designer and Development with more than 13+ years of professional experience. Demonstrated expertise in Figma to create visually pleasing designs. Excellent understanding of customer requirements and a passion for providing an optimal user experience. Highly experienced in User Research methods, Critical problem solving, Wireframing, Visual mock-up design, interactive Prototyping, various testing methods and much more using Figma, Miro, and other supporting tools.

CORE SKILLS

User Centric, Design Thinking, Problem Solving, Synthesis of data, Product requirements, Personas, Detail Oriented, Problem statements, User Stories, Divergent ideation, Concept creation, User Research, Design principles, Journey Maps, Design Strategy, Competitive Analysis, User interviews, Low Fidelity Concepts, Mid Fidelity Prototypes,	High Fidelity Mockups, Product MVP Creation, Interactive prototype, Prototype Testing, Design Patterns, Sitemap, Interaction design, Mood boards, Style Tiles, Grid System, Design Systems, UI UX Assets, Design Library, Website Design, Liquid design, Mobile app design, Product branding, Product design, Wireframing, Design Sprints,	User Interface Design, Lesson Planning, User-Centered Design (UCD), Business-to-Business (B2B), Fintech, Sketching, Coaching, Instructor-led Training, Team Leadership, Storyboarding, Human Nature, User Experience (UX), Teaching, Prototyping, Curriculum development, Communication, Logo Design, Agile Methodologies,	Leadership, Web Design, Graphic Design, Team Management, Information Architecture, User Experience Design (UED), Project Management, Qualitative Research, Quantitative Research, Research Methodologies, Presentations, UX Research, Software as a Service (SaaS), Typography, Logo design, Print media designs, Self-learner
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TOOLS

- **UX/UI Design:**
Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Invision, Corel Draw, Zero Height, Hotjar, lottiefiles.
- **Collaboration and Prototyping:**
Miro, Google Docs, Sheets, Slides, FigJam (Figma), Invision, UX pin, Balsamiq, Axure, Mock flow, Adobe XD, ProtoPie, Zeplin.
- **Management and Communication:**
Trello, Slack, Monday, Github, Discord, Zoom, Skype, Microsoft Teams, Google Meet
- **Extra Knowledge:**
HTML, HTML5, CSS, CSS3, Java Script, JQuery, VS Code, Dreamweaver

EXPERIENCE

Job Title: SME UI/UX Design, Curriculum Designer and Developer for IBM(Coursera)

Company: Counterclock Technologies & Skill-Up Technologies(skillup.tech)

Location: Ahmedabad (Remote)

Duration: 03/2025 to 03/2026

Roles and Responsibilities:

- **UI/UX Subject Matter Expertise:** Provide deep industry knowledge and best practices in UI/UX design to ensure curriculum content aligns with current trends, tools, and methodologies.
- **Curriculum Design & Development:** Create structured, engaging, and interactive learning materials, including modules, case studies, hands-on projects, and assessments tailored for learners at various levels.
- **Learning Experience Optimization:** Apply instructional design principles to enhance learner engagement, making complex UI/UX concepts easy to understand and implement through real-world applications.
- **Collaboration & Content Validation:** Work closely with the IBM team, managers, educators, and industry professionals to review, refine, and validate curriculum content, ensuring accuracy, effectiveness, and alignment with IBM's standards and expectations.
- **Innovation & Continuous Improvement:** Research emerging design tools, trends, and methodologies to continuously update and improve the curriculum, keeping it relevant and industry-aligned.

Job Title: UI UX Instructor (PM Program)

Company: UpGrad Education Pvt Ltd (www.upgrad.com)

Location: Ahmedabad (Remote)

Duration: 12/2024 to 06/2025

Roles and Responsibilities:

- Lead cohorts of 30+ aspiring UX UI designers, imparting master-level skills and best practices.
- Grading Assignments and providing valuable feedback to the student.
- Guide students through Website and Mobile project kick-offs, briefs, and research artifact creation.
- Facilitate the creation of workable solution models in low-fidelity concepts and iterative testing.
- Assist students with portfolio development, including asset formatting and case study writing, to prepare them for career opportunities.

Job Title: UI UX Trainer

Company: Simplilearn Solutions Pvt Ltd (www.simplilearn.com)

Location: Ahmedabad (Remote)

Duration: 09/2024 to 03/2025

Roles and Responsibilities:

- Lead cohorts of 30+ aspiring UX UI designers, imparting master-level skills and best practices.
- Deliver targeted and actionable feedback to enhance student learning and project outcomes.
- Continuously refine and update the curriculum based on industry trends and feedback.
- Create a dynamic and well-crafted educational experience to produce exceptional designers.
- Cover essential topics like User-centric Design Thinking, various stages of the UX/UI process, and multiple design models.
- Review and evaluate typical design assets and various Design Case Studies.
- Explain and define different roles within design teams, fostering effective team collaboration.
- Guide students through Website and Mobile project kick-offs, briefs, and research artifact creation.
- Teach the distinctions between Mobile and Website development, including tools for improved team functionality.
- Instruct on research models, data collection, and the creation of key UX assets such as personas and user stories.
- Facilitate the creation of workable solution models in low-fidelity concepts and iterative testing.
- Merge software skills in Figma to produce mid-fidelity prototypes and guide students through convergence on MVPs and final wireframes.
- Oversee testing and documentation for UX handoff, including web development and responsive design patterns.
- Assist students with portfolio development, including asset formatting and case study writing, to prepare them for career opportunities.

Job Title: Multilingual Artificial Intelligence Systems and LLMs Trainer

Company: Outlier, USA (www.outlier.ai)

Location: Ahmedabad (Remote)

Duration: 06/2024 to 03/2025.

Roles and Responsibilities:

- Develop comprehensive training programs for multilingual AI systems and large language models (LLMs).
- Customize training modules to meet the diverse needs of various multilingual applications.
- Create high-quality training materials, including documentation, tutorials, and multimedia resources.
- Develop case studies and real-world scenarios to enhance the learning experience.
- Continuously update training content to reflect the latest advancements in AI and LLM technologies.
- Ensure that models are trained on diverse and representative datasets.
- Identify and address any issues or biases in the models.
- Conduct regular audits and reviews of training processes and outcomes.
- Provide expert guidance, constructive feedback, and support to teams working on multilingual AI projects.
- Foster a collaborative environment that encourages knowledge sharing and continuous improvement.
- Gather feedback from clients to continuously improve training programs and services.

Job Title: UI/UX/Product Designer

Company: Self Employee (Freelancer)

Location: Ahmedabad (Remote)

Duration: 07/2023 to Continue.

Roles and Responsibilities:

- Designed user-centric digital products, ensuring seamless user experiences and intuitive interfaces.
- Conducted user research and usability testing to inform design decisions and improve product functionality.
- Collaborated with cross-functional teams, including developers and marketers, to deliver cohesive product solutions.
- Created wireframes, prototypes, and high-fidelity mockups using tools like Figma and Adobe tools.
- Developed and maintained design systems to ensure consistency across all platforms.
- Managed multiple projects simultaneously, meeting deadlines and client expectations.
- Implemented feedback from clients and users to iterate and enhance product designs.
- Stayed updated with industry trends and best practices to bring innovative ideas to projects.
- Provided design consultation and strategy services to help clients achieve their business goals.
- Utilized strong communication skills to present design concepts and justify design decisions to stakeholders.

Job Title: Lead UI/UX/Front-end Instructor

Company: Coding Dojo, USA | SDA (Saudi Digital Academy)-MCIT, Saudi Arabia.(www.codingdojo.com)

Location: Bellevue, USA (Remote) | Riyadh, Saudi Arabia (Onsite)

Duration: 04/2022 to 06/2023

Roles and Responsibilities:

As a Lead UI/UX/Front-end Instructor, I guided over 100 aspiring designers across multiple cohorts, enabling them to become industry-ready professionals through a structured, dynamic, and immersive learning experience. My approach combined practical training, theoretical knowledge, and personalized feedback to help students master UI/UX concepts, tools, and methodologies while fostering a passion for design excellence.

Key Responsibilities:

- **Leadership and Mentorship**

- Successfully led multiple cohorts of 30–50 students each, equipping them with master-level UI/UX design skills.
- Provided targeted and actionable feedback on projects and assignments to enhance individual and group performance.
- Motivated and inspired students to push their creative boundaries and build a strong foundation in design thinking and problem-solving.

- **Curriculum Design and Delivery**

- Developed and continuously refined the curriculum to stay updated with the latest industry trends and practices.
- Delivered engaging lectures, interactive workshops, and hands-on exercises covering essential topics such as:
 - User-Centric Design Thinking: Educating students on designing for user needs and behavior patterns.
 - Stages of the UX/UI Process: Introducing students to discovery, ideation, prototyping, testing, and iteration.
 - Design Models: Teaching frameworks and methodologies to streamline the design process.

- **Research and Data Analysis**

- Guided students in identifying appropriate research methods, collecting user data, and synthesizing insights into meaningful design takeaways.
- Helped students create critical UX deliverables such as personas, user stories, journey maps, problem statements, and design principles.

- Validated research findings through user interviews and usability testing, reinforcing a strong foundation in data-driven design.

- **Prototyping and MVP Development**

- Taught the process of transforming low-fidelity concepts into mid- and high-fidelity prototypes using tools like Figma.
- Guided students in converging on Minimum Viable Products (MVPs) and translating ideas into final wireframes for both web and mobile platforms.

- **Web and Mobile Design Expertise**

- Delivered training on the differences and nuances between mobile and web design, ensuring students understood platform-specific guidelines, such as iOS and Android design principles.
- Explained and implemented responsive design patterns, interaction design, and the creation of design systems.
- Instructed on the use of grids, mood boards, style tiles, and other UI assets to create high-fidelity screens.

- **Project-Based Learning**

- Oversaw real-world web and mobile design projects from kickoff to delivery, guiding students through:
 - Project briefs, research artifacts, and ideation processes.
 - Prototype creation, usability testing, and iterative development.
- Helped students deliver polished final projects that showcased their understanding of the design process.

- **Team Collaboration and Tools**

- Trained students in effective teamwork and collaboration within design teams by fostering communication and defining roles.
- Introduced tools and workflows for project management, improving team functionality and productivity.

- **Portfolio Development and Career Readiness**

- Assisted students in developing professional portfolios, including formatting assets, writing compelling case studies, and creating impactful presentations.
- Prepared students for interviews and career opportunities by sharing insights into industry expectations and design challenges.

- **Testing and Final Handoff**

- Ensured students gained hands-on experience in usability testing, feedback iteration, and creating handoff documents for developers.
- Explained and implemented processes for creating interactive prototypes, test plans, and design documentation for seamless UX/UI handoff.

Job Title: Head of Design (UI, UX and Product)

Company: Zealous System Pvt Ltd, Ahmedabad, India. (www.zealoussys.com)

Location: Ahmedabad, Gujarat, India

Duration: 09/2014 to 03/2022

Roles and Responsibilities:

- As an inventive Head of Design, I contributed 7.5 years of experience in Zealous System Pvt Ltd to grow their customer services and products to be on top in the market with my UX and UI skills.
- Create detailed design documentation that effectively communicates interaction and design ideas to the development team.
- I lead a team of 15+ members. I am responsible for the UI UX Design Deliverables and client communication.
- Provide Low and High-Fidelity Prototypes, Mobile app design and Web app designs, branding, Logos, Print media, and other creative works.
- Responsibilities in UX such as empathizing with users, defining pain points, ideating solutions, creating wireframes and prototypes, A/B testing, iterating on designs, conducting interviews, accessibility design and UCD user-centered design, Micro interaction designs, and liquid designs.
- Experience in focus visual design, perception, and cognition that inform effective interaction design.
- Experienced in User flow, User Journey, Low fidelity Wireframes, High fidelity Wireframes, A/B Testing of UI designs, Rapid Prototyping, Paper Prototyping, User Experience Design (UXD), User Interface designs, User Research, Defining Persona (User Experience), Human-Computer Interaction, UX Research, Usability Testing, Mock-ups.
- Contributes high-quality work. Executes on high-quality design, and owns creative idea generation and problem-solving for all UI/UX design projects.
- Provide design development effort estimates. Collaborate closely with all members of the team to design and deliver breathtaking experiences in agile methodology.
- Provide reviews and improve guidelines on projects over time, before and after their launch.
- Collaborate closely with all members of the team to design and deliver breathtaking experiences.

Job Title: Web Designer

Company: Infibeam Avenues, India. (www.ia.ooo, www.buildabazaar.com)

Location: Gandhinagar, Gujarat, India

Duration: 09/2013 to 08/2014

Roles and Responsibilities:

- My role is to create web designs with support of HTML, CSS4, Java Script, Saas, SCSS, and Liquid Designs.
- Working with Core bootstrap which compiled in Ruby server.
- Worked on the platform buildabazaar.com and created designs for brands like Crossword, VIP bags, Aqua Imagica, CSMI Airport, and Pranaam GVK.

Job Title: Graphic and Web Designer

Company: Pricus, India.

Location: Ahmedabad, Gujarat, India.

Duration: 09/2012 to 08/2013

Roles and Responsibilities:

- Creating Wireframes as per client requirements.
- Creating High-Fidelity UI Designs From Wireframes and Scope of Work Documents.
- Creating HTML pages with support of CSS3/4 and Java Script.
- Creating Logo Designs, Brochures, PPT, Print Media, Branding, etc.

CERTIFICATION

- **Accenture North America - Product Design**

Issuing organization: Forage

Issue date: July 2024

Enrolment Verification Code: bBWZaiiZFDTtBwP3F

User Verification Code: 6vunqXNdGXvpeX5En

- **Accenture North America - Data Analytics and Visualization**

Issuing organization: Forage

Issue date: July 2024

Enrolment Verification Code: 7wd9HPvCS8ivkRvbx

User Verification Code: 6vunqXNdGXvpeX5En

- **Lottiefiles Animations - Figma to Lottie**

Issuing organization: Lottiefiles

Issue date: Oct 2024

Enrolment Verification Code: k1ntg76ugw

User Verification Code: <https://lottiefiles.com/k1ntg76ugw>

- **Lottiefiles Animations - Lottie for Webflow**

Issuing organization: Lottiefiles

Issue date: Oct 2024

Enrolment Verification Code: k1ntg76ugw

User Verification Code: <https://lottiefiles.com/k1ntg76ugw>

EDUCATION

- **School/University:** GUJARAT TECHNOLOGICAL UNIVERSITY
Degree: Master of Computer Application
Year: 2009 to 2012
- **School/University:** SAURASHTRA UNIVERSITY
Degree: Bachelor of Science in Information Technology
Year: 2006 to 2009
- **School/University:** Gujarat Secondary and Higher Secondary Education Board
Degree: HSC Commerce (XII)
Year: 2004 to 2006
- **School/University:** Gujarat State Education Board
Degree: SSC General (X)
Year: 2003 to 2004

Thank you for your valuable time.

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PASSIONATE TO DRAW YOUR SUCCESS

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