

Pankaj Maru

Senior UX/UI Designer

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PROFESSIONAL SUMMARY

Senior UX/UI Designer with 6+ years of experience delivering user-centered designs across web and mobile platforms. Known for deeply understanding client goals and user needs before touching any design tool — conducting competitor research, analysing user feedback, and thinking like the end-user throughout the process. Skilled at simplifying complex workflows into clean, intuitive interfaces that users understand at a glance. Experienced across travel, fintech, edtech, social, on-demand services, and enterprise platforms.

DESIGN PROCESS

I follow a structured, user-first approach across every project:

- Discover & Understand — Deep-dive into client requirements, project scope, and target user expectations before starting any design work.
- Empathise & Research — Study competitor products, read real user reviews and social media feedback to understand pain points and what makes competing products successful.
- Design with Empathy — Design while thinking like the target user, keeping interfaces simple, clear, and task-focused. Prioritise showing all essential information on a single screen without overwhelming the user.
- Hi-Fi First Phase — Deliver initial Hi-Fi screens (splash, onboarding, login) so clients can align on visual direction and theme early. Add low-fidelity wireframes when project timelines allow.
- Iterate — Collect structured client feedback and refine designs across multiple rounds until the product is polished and ready for development.

WORK EXPERIENCE

Techbinary

03 Oct 2024 – 31 Mar 2026

Senior UX/UI Designer

- Lead end-to-end UX/UI design for web and mobile applications.
- Conduct competitor research and user analysis to inform design decisions.
- Create wireframes, user flows, and Hi-Fi prototypes in Figma.
- Collaborate with developers and product teams to ensure pixel-perfect implementation.
- Run design review cycles with stakeholders, iterating based on structured feedback.

Plenum Networks

07 Oct 2019 – 30 Sep 2024

UX/UI Designer

- Delivered UI/UX design for 15+ web and mobile projects across diverse industries.
- Translated client briefs into clean, user-centered designs through a structured design process.
- Built and maintained reusable component libraries to ensure UI consistency across projects.
- Simplified complex user flows into intuitive single-screen experiences for target audiences.
- Collaborated directly with clients through iterative feedback and design review sessions.

PROJECTS

Website Design

Plenum Networks — IT Company Website — UI/UX Designer

- Understood client goals and target audience to define a clear design direction.
- Reviewed competitor websites to identify design gaps and opportunities.
- Designed a clean, responsive UI with structured navigation and service-focused layout.
- Simplified complex service information into digestible sections for non-technical users.
- Delivered Hi-Fi designs phase-wise, incorporating client feedback at each iteration.

Truserve — Product Follow-Up Service Platform — UI/UX Designer

- Analysed the core user pain point: users lack time to follow up with customer care themselves.
- Reviewed similar service platforms to understand UX patterns and user expectations.
- Designed a minimal, step-by-step submission flow so users could raise requests in seconds.
- Consolidated all key actions — bill upload, status tracking, and support contact — on a single screen.
- Ensured the UI felt trustworthy and easy for non-tech-savvy users.

CA Sir — Accounting Website — UI/UX Designer

- Understood client needs: build trust with potential clients and simplify enquiry process.
- Designed a professional, credibility-focused UI with clear service sections and strong CTAs.
- Kept the layout clean and distraction-free to reduce cognitive load for first-time visitors.
- Delivered phased Hi-Fi designs with client review and iterative refinements.

Nextholidays — Travel Website — *UI/UX Designer*

- Studied competitor travel platforms and user reviews to understand what travellers expect.
- Designed an engaging, visually rich UI with intuitive destination browsing and booking flow.
- Focused on reducing booking steps and making the CTA hierarchy clear at every stage.
- Ensured responsive design across devices for users browsing on mobile and desktop.

DMC — Safari Travel Website — *UI/UX Designer*

- Designed an immersive, visually driven UI to inspire travel decisions and increase engagement.
- Simplified tour exploration by organising packages with clear filters, pricing, and highlights.
- Incorporated feedback from competitor reviews to address common pain points in travel browsing.

Mobile App Design

Truserve — Service Follow-Up App — *UI/UX Designer*

- Translated the web platform into a mobile-first experience with a simplified request submission flow.
- Designed the UI so users could complete their core task — submitting a product issue — in under 3 taps.
- Focused on clear status indicators so users always knew the progress of their follow-up.

Nextholidays — Travel App — *UI/UX Designer*

- Designed an intuitive mobile booking experience with streamlined search, filters, and itinerary views.
- Prioritised key user actions on each screen to reduce friction in the travel planning journey.
- Reviewed competitor app store feedback to identify and address common UX pain points.

Vivaquad — Student Utility App — *UI/UX Designer*

- Understood the goal: replace multiple student tools with one unified, easy-to-navigate app.
- Designed a single-screen dashboard giving students quick access to ID, timetables, dining hours, and emergency contacts.
- Kept the UI simple and scannable to match the fast-paced needs of students between classes.

Syllabest — Student Planner App — *UI/UX Designer*

- Designed a distraction-free daily planner UI tailored to student workflows.
- Simplified assignment tracking into a clear, at-a-glance view to reduce cognitive load.
- Ensured onboarding was intuitive enough that new users could start planning within seconds.

Measuremint — Secure Info Sharing App — *UI/UX Designer*

- Designed a privacy-first UI that made users feel safe storing and sharing sensitive personal information.
- Simplified the sharing flow so users could exchange personal details (e.g. gift preferences) without friction.
- Used clear visual cues and minimal UI patterns to build trust and reduce user anxiety around data sharing.

Rally Trax — Event Discovery App — *UI/UX Designer*

- Designed a clean event discovery UI with location-based filtering and clear event detail cards.
- Consolidated event name, location, and ticket info on a single screen for quick decision-making.
- Focused on a fast, browse-to-register flow suited for rally participants on the move.

JWS — Faith-Based Community App — *UI/UX Designer*

- Understood the community's needs: a respectful, easy-to-use platform for religious activities.
- Designed a calm, welcoming UI integrating Bible reading, prayer, and appointment booking in one place.
- Ensured navigation was simple enough for users of all age groups within the community.

KBYG — Road Travel Companion App — *UI/UX Designer*

- Reviewed trucker and traveller forums to understand real on-road pain points before designing.
- Designed a dashboard-style UI giving quick access to GPS, audio chat, and store ratings in one view.
- Simplified the store rating system into 6-8 quick taps so busy travelers could submit feedback fast.

Find Me — Social Discovery App — *UI/UX Designer*

- Designed a clean social UI for friend discovery and interest-based group matching.
- Focused on making profile setup and hobby selection fast and engaging to drive early retention.
- Kept the feed and matching UI simple and uncluttered to reduce decision fatigue.

Choovoo — Barber Booking App — *UI/UX Designer*

- Understood dual user needs: customers want easy booking, barbers want better client management.
- Designed a seamless appointment scheduling flow with minimal steps for customers.

- Created a barber-facing profile and social feed UI for showcasing work and attracting new clients.
- Reviewed competitor apps to identify gaps in the booking and discovery experience.

Bula Shop — E-Commerce Inventory App — *UI/UX Designer*

- Designed a straightforward inventory management UI with clear product listing, stock updates, and order tracking.
- Focused on reducing manual effort through a clean, scannable dashboard layout.

Bula Truck — Fleet Management App — *UI/UX Designer*

- Designed a functional dashboard UI for real-time fleet tracking, schedule management, and operational data.
- Prioritised data clarity and quick scanning so operators could make fast decisions on the go.

Waves — Location-Based Social App — *UI/UX Designer*

- Reviewed similar social apps and their user feedback to understand FOMO-driven behaviour.
- Designed an intuitive Wave creation flow — letting users share their location and invite friends in seconds.
- Consolidated check-in, social feed, and venue discovery into a single, easy-to-navigate experience.
- Focused on reducing friction between seeing a Wave and deciding to join — key to the app's core value.

SKILLS & TOOLS

UX Skills: User Research, Competitor Analysis, Wireframing, User Flows, Prototyping, Information Architecture, Design Thinking

UI Skills: Hi-Fi Design, Responsive Design, Design Systems, Component Libraries, Visual Design

Tools: Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator

Development (Basic): HTML, CSS, JavaScript, Bootstrap

EDUCATION

Master of Commerce (M.Com)

2014 – 2015

Shri Jain PG College, Bikaner

Maharaja Ganga Singh University, Bikaner

Bachelor of Commerce (B.Com)

2011 – 2013

Basic College, Bikaner

Maharaja Ganga Singh University, Bikaner