



Mayuri Kalokhe-khochare

Lead UI/UX Designer | 11+ Years | Creating human-centered, scalable digital experiences from dashboards to wearables

Profile summary -

Creative and detail-oriented **UI/UX Designer** with **11 years of experience** designing **clean, scalable, and human-centered digital products**. Skilled in building **design systems, responsive layouts, dashboards, and wearable interfaces**, with a strong focus on **clarity, usability, and visual hierarchy**.

Over the last 5 years, I've expanded into **UX strategy** crafting **user flows, wireframes, and research-driven solutions** that improve **user experience and business outcomes**. Recognized for **leading design teams, mentoring talent, and collaborating with cross-functional stakeholders** to **deliver engaging, consistent, and impactful digital experiences**.

Equipped with **industry recognized certifications** and **hands-on expertise** in tools like **Figma, Adobe XD, and Sketch**, I bring both **creativity and structure** to every project. Passionate about **simplifying complexity through design**, I thrive on creating interfaces that delight users while **supporting organizational goals**.

Skills

- UI/UX Design
- User Interface Design
- (Web, Mobile, Wearables)
- User Experience
- (UX) Strategy
- Wireframing & Prototyping
- (Figma, Adobe XD, Sketch)
- Design Systems & Atomic Design
- Responsive Web & App Design
- Dashboard Design
- Data Visualization Design
- Interaction Design
- Micro-interactions
- Usability Testing & Accessibility
- Information Architecture
- User Flows
- Cross-functional
- Team Collaboration
- Developer Handoff
- (Figma Inspect, Agile Workflow)
- Visual Design & Branding
- Creative Direction
- Design Leadership
- Mentorship
- Team Management

Professional Experience

Self-Employed | UI/UX Designer

July 2025 – Present

- Leading **e-commerce UI/UX projects** in the jewellery and food-tech sectors.
- Running **user flows, research, and design improvements** for online portals.
- Managing **responsive UI updates and enhancements** on GoDaddy platforms.

Sportz Interactive – Professional UI/UX Designer (on Contract)

Mumbai | July 2024 – June 2025

- Built a **scalable multi-sport design system** using **Atomic Design methodology**.
- Designed dashboards and layout modules** with **reusable UI components**.
- Delivered **interactive prototypes** in **Figma and XD**, ensuring smooth **handoff to developers**.
- Improved **collaboration and consistency** across distributed **design teams**.

Sportz Interactive – Lead UI/UX Design, Manager

Mumbai | April 2017 – January 2024

Manager (2021 – 2024)

- Led a **team of 10–12 designers** across **Web, Mobile, Fantasy Gaming, and Data Visualization**.
- Defined **design vision, applied user-centered design principles, and optimized performance**.
- Oversaw **hiring, mentorship, and professional growth** of the design team.
- Delivered **scalable UI systems and prototypes** used across **domestic and international projects**.
- Supported **UX workflows** including **wireframes, information architecture, documentation and user journey mapping**.

Teaching Experience

Visiting lecturer in UI/UX
Design for the Visual
Communication program at
Model Art Institute.

Industries Worked With

Sports
Banking & Finance
Education
E-Commerce
Advertising

Languages I speak

Marathi (Fluent)
Hindi (Fluent)
English (Conversational)

Awards and Recognitions

2 MVP Award
Quality (Innovation & Fun)
- Sport Interactive

Personal Details

mayurikalokheart90@gmail.com | 8454854456 | mayuriart90.com

Professional Experience

Associate Manager (2019 – 2021)

- Managed 6–7 designers across multiple **web and mobile projects**.
- Contributed to **end-to-end project delivery**, from **UX flows** to **final UI**.
- **Strengthened collaboration** between **design, product, and tech teams**.

Senior Associate (2017 – 2019)

- **Designed clean, responsive web and mobile interfaces** with strong **visual hierarchy**.
- Created **wireframes, prototypes**, and ensured **visual consistency**.
- Owned end-to-end UI design projects and **collaborated with developers** for **seamless delivery**.

Group of Companies – Jr. to Sr. Visualizer / Project Executive

Mindbox, Agency DIGI, Rediffusion Y&R | Mumbai | 2013 – 2017

- Designed **STEM-based educational games** and **creative content** for **schools**.
- Delivered **websites, microsites**, and **campaigns** for banking and beauty brands.
- Contributed to **FMCG campaigns, pitch presentations**, and **award-winning projects**.
- Grew from junior to senior roles, expanding skills in **UI/UX** and **brand design**.

Certification & Qualification

- **Dashboard UX Design** — DesignBoat School (2025)
- **Apple Watch Interface Design** — DesignBoat School (2021)
- **UI/UX Design** — DesignBoat School (2020)
- **Diploma in Applied Art** — L.S. Raheja School of Art (2013)
- **Foundation Diploma in Art** — Model Art Institute (2009)