

# SAHIL SAWANT

LEAD UX DESIGNER

With **5+ years** of industry experience, I am a seasoned Lead UX Designer at Zeotap, dedicated to delivering user-centric. My expertise spans **app and complex web design**, with a focus on **SaaS platforms**, ensuring seamless user experiences across various touchpoints

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Bengaluru, India

## EDUCATION

### VELLORE INSTITUTE OF TECHNOLOGY

Vellore, India

Graduated as an Electrical and Electronics Engineering from VIT University, Vellore with a **CGPA of 8.03**.

### CITY PRIDE JUNIOR COLLEGE

Pune, India

Completed my junior college with a score of **84.31% in 12th Boards**

### CITY PRIDE COLLEGE

Pune, India

Completed my schooling from Pune with a **10.0 CGPA (scored: 96.6%)** in 10th Boards CBSE.

## SKILLS

### DESIGN

UX Research	<div></div>
Wireframing	<div></div>
Personas	<div></div>
Usability Testing	<div></div>
Motion Design	<div></div>
Illustrations	<div></div>

## EXPERIENCE

OCT 2024 – **PRESENT**

### LEAD UX DESIGNER at Zeotap

OCT 2022 – OCT 2024

### SENIOR UX DESIGNER at Zeotap

Bengaluru, India

At Zeotap, I am currently leading the complete redesign of the Zeotap Unity CDP (Enterprise SaaS Platform). Key projects include:

- Information Architecture and Design System:** I worked on designing a completely new information architecture for our re-designed enterprise SaaS platform. This redesign simplifies complex actions with step-by-step guides, enhancing user experience and ensuring ease of use.
- Improving Design Process:** I led the creation of a **new design system** for the platform, based on the ANT system style. This standardization of fonts, colors, and components across the app streamlined the design process and ensured a consistent user interface.
- Internal Module Re-Designs:** I worked on re-designing most of the internal modules such as Audience, Access Control Settings, Data Retention and Visualisation Modules and other minor flows. Additionally, I integrated Vertex AI into multiple modules, enabling users to perform actions using prompts and enhancing the product with GenAI experiences.

OCT 2021 – SEPT 2022

### INTERACTION DESIGNER at HEAD DIGITAL

Hyderabad, India

At Head Digital, a pioneer in real money gaming in India with products such as A23 Rummy and A23 Games, I played a pivotal role in both team development and product design. My responsibilities included:

- Leading the UX Design Efforts for A23 Games:** I spearheaded the UX design for the newly launched A23 Games, a multi-game platform that features Poker, Rummy, etc. This involved creating user flows, to final prototypes to ensure an engaging & intuitive experience for our users.
- Redesigning Existing Games and Apps:** I undertook the redesign of several existing games and apps within the organization. This included conducting user research, identifying pain points, and implementing design improvements to enhance usability and visual appeal.
- Building a Capable Design Team:** In addition to my design responsibilities, I focused on building and mentoring a talented design team.

## SKILLS

## SOFTWARES

Application	Percentage of Respondents
Figma	95%
Adobe XD	95%
Photoshop	85%
Illustrator	80%
After Effects	65%
Premiere Pro	60%

## LANGUAGE

Language	Percentage
English	95%
Hindi	93%
Marathi	92%
German	10%

scan this to see my  
portfolio

sahilsawant.xyz



MAY 2020 – OCT 2021

## UX DESIGNER at KETTO

Mumbai, India

At Ketto, my responsibilities included:

- **Redesigning the Homepage:** I led the redesign of the homepage, focusing on improving the user experience and visual appeal to better engage visitors and drive conversions.
- **Developing a New Product and Design Guidelines:** I contributed to the development of an entirely new product, which involved creating comprehensive design guidelines to ensure consistency and usability across the platform.
- **Designing for Ketto's "SIP" Program:** I was a key member of the design team for Ketto's "SIP" (Subscription-based Individual Philanthropy) program, where I worked on creating an intuitive and user-friendly interface for the subscription-based donation system. This included designing user flows, wireframes, and prototypes to facilitate seamless user interactions.

DEC 2019 – MAY 2020

## UIUX DESIGN INTERN at HITWICKET

Hyderabad, India

At Hitwicket, my responsibilities encompassed enhancing existing interfaces and designing new features for the game:

1. Significantly revamped the Player Info and Select Lineup pages, leading to increased player engagement due to the addition of 3D characters, as well as incorporating short backstories for in-game cricketers.
2. Optimized UX flows throughout the game, with a notable achievement being the redesign of the Play Store Rating pop-up, which contributed to an increase in game ratings to 4 stars within just one weekend.
3. Introduced a new design style that continues to influence the game's visual appeal even today.

**FEB 2017 – PRESENT**

## FREELANCE DESIGNER

Pune, India

As a Freelance Designer, over the last 6 years, I have:

- Completed **80+ visual design projects** for brands like BhaDiPa, Colourchaap, and Kalam Education, covering website design and social media management.
- As a **Freelance Product Designer**, I've helped entrepreneurs develop products, designing apps such as Cricfrik, Viji (Farmer & Retailer), Numici, Factura, and Willbert Properties.

## PERSONAL PROJECTS

I like to work on hobby projects with my friends and these are few of them that went from just an idea to actual products.

## Cuddle – Dating App

Check It Out →

I designed and developed a dating app with my ex-flatmates that works around the idea of healthy dating using **Gamification** and **Generative AI**. It is a fun side project that's invite only to make sure we onboard interesting individuals on it.

## CABO Card Game

[Check It Out](#) →

Cabo is a memory based card game. We have developed it as a hobby-project and keep working on it and updating it to add new and exciting features. I look after Design and Product aspects here. It has about 10K Downloads.