

Sanjay Suryavanshi

Senior UX/UI Designer | Product Storytelling Specialist
Visual Communication | AI-Powered Digital Experiences
Simplifying complex products through UX and Visual Storytelling

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Portfolio: www.sanjaysuryavanshi.com

PROFESSIONAL SUMMARY

Senior UX/UI & Visual Designer with 10+ years of experience in Visual Design, Product Storytelling, Brand Communication, and UX/UI Design across AI, Healthcare, SaaS, Analytics, eCommerce, and Digital Products. Skilled in creating visual stories, product launch campaigns, landing pages, presentations, and user-centered digital experiences that simplify complex ideas and strengthen brand communication. Proficient in Figma, Adobe Creative Suite, motion design, AI-powered creative workflows, and cross-functional collaboration, delivering engaging digital experiences that drive user engagement and business impact.

CORE SKILLS

Visual Design | Brand Identity & Communication | Product Storytelling | Campaign & Marketing Design | UI Design (Figma, Adobe XD) | Typography, Layout & Visual Hierarchy | Design Systems | Wireframing & Prototyping | Adobe Creative Suite | Motion Graphics | Video Editing (Final Cut Pro) | AI-Powered Creative Workflows | Creative Direction | Cross-Functional Collaboration.

PROFESSIONAL EXPERIENCE

Design for Change (DFC) Hackathon – Freelance Sr. UX/UI Designer (Social Impact Project) | Chennai | Jan 2026 - June 2026

- Conducted UX Research through surveys, interviews, and competitive analysis. Defined product strategy and information architecture.
- Designed an AI-powered physical and digital learning ecosystem for neurodivergent children.
- Created user flows, wireframes and mobile app experience. Developed product storytelling and presentation.
- Collaborated with a multidisciplinary hackathon team. Project received recognition during the Design for Change Hackathon.

AmberTAG Analytics Pvt. Ltd. - Sr. UX/UI Designer | Bengaluru | Nov 2021 - Dec 2025

- Simplified **AI, Healthcare, and SaaS** products through UX, product storytelling, visual communication, and internal dashboard experiences.
- Designed Figma/Adobe XD prototypes, user flows, presentation screens, and UX documentation supporting Product Discovery and stakeholder communication.
- Created 50+ product explainers, brand campaigns, corporate videos, pitch decks, digital marketing assets, and visual communication materials that strengthened product awareness and business storytelling.
- Contributed to product positioning for **HAIF** and **UNISENSE** by translating complex AI concepts into intuitive user experiences and product communication assets.

Inversa Technosoft Pvt. Ltd. - UX/UI Designer | Bengaluru | Sep 2020 - Oct 2021

- Simplified telemedicine workflows for the FITTO healthcare platform through user-centered UX design, improving digital patient and doctor experiences. Designed user flows, wireframes, prototypes, and conversion-focused web and mobile experiences.
- Partnered with product, marketing, and business stakeholders to strengthen visual systems, interface consistency, and product communication. Produced product storytelling videos, white papers, landing pages, and digital marketing assets.

Agoc Care Private Limited - Multimedia Specialist | Visual Storytelling & Digital Communication | Kolhapur | Sep 2016 - Jun 2020

- Created websites, landing pages, campaigns, promotional videos, motion graphics, brochures, advertisements, and brand assets.
- Translated client goals and competitor insights into engaging visual narratives; managed end-to-end multimedia production from concept to delivery.

SELECTED UX CASE STUDY & RECOGNITION

MAVI Playboard - AI-Powered Learning Experience for Neurodivergent Children: Conducted UX research, interviews, and product storytelling to design an inclusive AI-powered learning experience. Developed the award-recognized short film "**Ayaan – Special Brain Powers**" and received **Special Recognition** at the Design for Change National Hackathon 3.0

EDUCATION & CERTIFICATIONS

Mastry.in - Build Web Apps using Vibe AI Coding (Dec 2025); AI-Powered Designer Certification Program (Jun 2024) | Design for Change - Special Recognition Certificate, Impactful UX/UI Hackathon Project (Apr 2025) | Rahul Commerce Multimedia Solutions - Advanced Diploma, Complete 2D/3D Character Animation, VFX & Post Production (Jun 2005) | Apple Inc. - Apple Certified Pro, Final Cut Pro 6 Level 1 (Jan 2009).

Professional Portfolio: www.sanjaysuryavanshi.com