

Gargi Deshpande

User Experience Designer

Skills

UX Research

- Business Analysis
- Stakeholder Mapping
- User-Centered Analysis
- Usability Heuristics Evaluation
- Accessibility Evaluation
- Usability Testing
- Competitive Analysis

UX Strategy

- Problem Solving & Analysis
- Cross functional collaboration
- Mind Mapping
- Information Architecture
- User Flow
- Strong Understanding of UX Laws
- Gestalt Laws & Design Principles

UI / Design

- Mobile application
- Web Application
- Wireframe
- High-Fidelity Prototyping
- Responsive Design
- Design Systems
- Interaction design

Additional Strengths

- Strong Communication
- Collaboration Abilities
- Adaptable & Flexible to Work
- Unique Thinking
- Design Tokens

Tools

-  Figma/FigJam
 /Figma Sites
 /Figma Make
-  Photoshop
-  Illustrator
-  Premiere Pro
-  After Effects
-  MockFlow
-  Optimal Workshop
-  Framer
-  Spline 3D
-  Notion

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Case studies available in portfolio

About Me

UX Designer focused on creating intuitive and user-centered digital experiences. I apply research, usability principles, and interaction design to solve real user problems and improve product experiences. Passionate about understanding user behavior and translating insights into meaningful design solutions.

Professional experience

Ux Researcher & Visual Designer(2024-2026)  **Pune, India**
DL Education Pvt.Ltd

Designed UI for the institute's in-house software, including the Student Dashboard, Test Series Application, and other web applications. Created user centric interfaces and collaborated with developers for implementation. Designed social media creatives, marketing assets, and branding materials to support digital campaigns. Maintained visual consistency across digital products and promotional content.

Case Studies

Workspace Rental Application (Agile UX Project) (Mobile Application Case Study)

Problem:

Students, freelancers, and entrepreneurs often struggle to find affordable, flexible workspaces without long-term commitments or distractions from home environments.

Solution & Impact:

- Designed a mobile application to discover and book flexible workspaces seamlessly, inspired by an Airbnb-like model for workspaces
- Simplified the booking experience by reducing steps and improving navigation flow
- Built trust through verified listings, real images, and 360° previews
- Addressed diverse user needs (students, freelancers, remote workers) with flexible options and pricing
- Considered both user experience and business side by supporting workspace owners in listing and maintaining quality

Link of Case Study

<https://gargid.com/workspacecasestudy/>

Netflix Homepage UX Redesign (Lean UX Project)

Problem:

Users often face difficulty in discovering relevant content due to overwhelming choices, unclear categorization, and lack of personalized guidance.

Solution & Impact:

- Redesigned the experience using UX laws and usability heuristics to improve content discovery
- Introduced AI-powered feature “Ask Me Anything” to guide users and simplify search
- Improved content hierarchy and layout to reduce cognitive load
- Enhanced navigation flow for faster and more intuitive browsing

Link of Case Study

<https://gargid.com/netflixcasestudy/>

Education

Certified User Experience Designer

Midas Media (2023-2024) Pune, India

Master’s in Journalism & Mass Communication

Savitribai Phule Pune University
(2020-2022) Pune, India

Bachelor’s in Journalism & Mass Communication

Savitribai Phule Pune University
(2017-2020) Pune, India

Higher Secondary Certificate (HSC)

Maharashtra State Board
(2015-2017) Latur, India

Secondary School Certificate (SSC)

Maharashtra State Board
(2014-2015) Latur, India

Generative Ai

-  Adobe Firefly
-  Gemini
-  Chatgpt
-  Perplexity
-  Prompt Engineering
-  Claude
-  Google Antigravity

Tech (Basic)

- HTML
- CSS
- Basics of JavaScripts

Design Process

- Agile UX
- Lean UX

Microsoft Homepage UX Redesign (Lean UX Project)

Problem:

Complex navigation, information overload, and lack of clarity in workflows create friction and reduce usability for users.

Solution & Impact:

- Conducted heuristic evaluation to identify key usability issues
- Simplified navigation and restructured workflows for better clarity
- Applied UX principles to improve consistency and reduce user confusion
- Enhanced overall usability through structured interaction design

Link of Case Study

<https://gargid.com/microsoftcasestudy/>

Mailbrew Homepage UX Redesign (Lean UX Project)

Problem:

Users may struggle to quickly understand Mailbrew's value and navigate through the homepage due to information-heavy content, unclear hierarchy, and limited visual guidance.

Solution & Impact:

- Redesigned the homepage using UX principles and usability heuristics to improve clarity and engagement
- Improved content hierarchy and visual structure to make information easier to scan and understand
- Simplified navigation and user flow for a more intuitive browsing experience
- Created a cleaner, more consistent interface to strengthen usability and visual communication

Link of Case Study

<https://gargid.com/mailbrewcasestudy/>