Smit Italiya

Senior Product Designer | UI/UX Designer | SaaS, FinTech & Mobile App Specialist | 6+ Years Experience

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PROFESSIONAL SUMMARY

Senior UI/UX & Product Designer with 6+ years of experience applying user-centered design and design thinking to build user-centered digital products across SaaS, FinTech, Healthcare, and Mobility. Skilled across the full product design lifecycle — UX research, information architecture, wireframing, prototyping, and design systems — through developer-ready handoff in Figma.

Delivered 20+ digital products across FinTech, SaaS, Healthcare, and Mobility, several of which are live in the App Store, Google Play, and on the web today. Most recently Senior UI/UX Designer & Product Designer at Siddhi Infosoft (2023–2026); currently working independently on select freelance projects while pursuing a full-time remote Senior Product Designer role.

SKILLS

- Product Design
- UX Design
- UI Design
- User-Centered Design
- Design Thinking
- UX Research
- User Journey Mapping
- Information Architecture
- Wireframing
- Prototyping
- Interaction Design
- Visual Design
- Design Systems
- Usability Testing
- User Personas
- Design Workshops
- Mobile App Design
- SaaS Design
- Dashboard Design

TOOLS

Figma • FigJam • Framer • Balsamiq • Adobe XD • Photoshop • Adobe Illustrator • Uizard

PROFESSIONAL EXPERIENCE

Siddhi Infosoft • *2023 – 2026*

Senior UI/UX Designer & Product Designer

- Designed and improved 20+ digital products across FinTech, SaaS, Healthcare, and Mobility, applying user-centered design principles that contributed to measurable improvements in feature adoption and usability.
- Facilitated design workshops with product and engineering stakeholders to turn ambiguous requirements into clear user flows and information architecture, streamlining the design-to-handoff process.
- Conducted user research, usability testing, and UX audits, using design thinking methods to identify friction points and reduce task completion time in key flows.
- Built scalable, documented design systems and component libraries in Figma, reused across 20+ products to speed up new-feature design and keep the UI consistent.
- Partnered with stakeholders and developers end-to-end — discovery through developer handoff — to ship business-driven product solutions.

Artoon Solutions • *2022 – 2023*

Senior UI/UX Designer & Web Designer

- Led product redesign initiatives across Healthcare, CMS, Enterprise, and Business Management platforms, improving usability and raising user satisfaction with the redesigned interfaces.
- Applied user-centered design and information architecture practices to restructure complex enterprise workflows into intuitive, task-focused interfaces.

- Created wireframes, user flows, interactive prototypes, and high-fidelity UI designs in Figma and Balsamiq for early-stage concept validation.
- Collaborated with developers and stakeholders to deliver scalable, visually consistent digital products across the product suite.
- Improved product engagement through modern UI patterns and responsive design across desktop and mobile breakpoints.

IX Design • *2020 – 2022*
UI/UX Designer, Web Designer & Product Designer

- Designed user-centric web and mobile applications across Rental Management, Business Operations, and Industrial Technology domains, applying user-centered design methods from discovery through delivery.
- Ran design thinking workshops with clients to align on problem scope before wireframing, reducing rework in later design stages.
- Created user flows, wireframes, prototypes, and high-fidelity interfaces focused on usability and operational efficiency.
- Contributed to product strategy, information architecture, and scalable UI systems reused across web and mobile platforms.
- Delivered developer-ready designs and maintained design consistency across multiple concurrent products.

SELECTED PROJECTS

Propeers — AI Mentor / Peer-Learning Platform
End-to-end web app and landing page for a peer-to-peer networking and mentorship platform, from information architecture through high-fidelity UI.
Live: https://www.propeers.in/
Figma: https://www.figma.com/design/yTxoxiHbsQHn6Fk3Mp31SF/ProPeers-%7C-AI-Mentor-Finder-Web-App?node-id=2-7

SplitX — Expense-Splitting FinTech App
iOS expense-splitting app with a light/dark mode design system. Live on the App Store with a 5.0★ rating.
Live: https://apps.apple.com/in/app/splitx-manage-group-expenses/id6476020838
Figma: https://www.figma.com/design/O2MF1H6dTu8KAgyvjbigH6/SplitX---Manage-Group-Expenses?node-id=1-27

WiTaxiPay — FinTech Payments Platform
Android payments app for taxi services plus a companion SaaS marketing site. Live on Google Play with 500+ downloads.
Live: https://witaxipay.co.za/
Figma: https://www.figma.com/design/5zIPlkoB1zrbQQQ9GAcby0/WI-Taxi?node-id=4262-16089

Recruix — HR Management SaaS Dashboard
Enterprise HR dashboard built with a full design system, documentation, and reusable component library.
Figma: https://www.figma.com/design/A5d6kKXW9huzPpOf17VZrP/Recruix---HR-Management-Dashboard?node-id=1-6

Go4Food — Multi-Role Food Delivery Ecosystem
Full delivery ecosystem spanning customer, restaurant, and driver apps, unified under one shared design system.
Figma: https://www.figma.com/design/sufGo4YLXjkiwpP2B5A4UM/Go4Food-%7C-Smart-Food-Delivery-Ecosystem-for-All-Users?node-id=291-5783

True Fitness AI — AI Fitness & Nutrition Platform
AI-generated meal and fitness planning product, designed across live website, mobile preview, and design system.
Live: https://www.truefitness.ai/
Figma: https://www.figma.com/design/CHSJLbqxjy7MAe7elLiB5p/True-Fitness---AI-Generated-Meal---Fitness-Plan?node-id=1984-11350

EDUCATION

SDJ International College 2021
Bachelor of Computer Applications (2018 – 2021)

Ashadeep Ucchatar Madhyamik Shala 2018
Higher Secondary Certificate, Commerce Stream (2017 – 2018)

R.B. Dhami Vidhyalaya 2016
Secondary School Certificate (2015 – 2016)