



SREERAG GOPALKRISHNAN

Senior UI/UX Designer

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Navi Mumbai, Maharashtra

ABOUT ME

Senior UI/UX Designer with 10+ years of experience in product thinking, user-centered design, journey optimization, and conversion optimization. Specialized in user research, interaction design, design systems, and data-driven UX improvements for large-scale digital products. Skilled in usability testing, accessibility (WCAG 2.1/2.2), A/B testing, and optimizing user activation, engagement, and retention across mobile and web platforms.

WORK EXPERIENCE

SENIOR UI / UX DESIGNER (LEAD)

Playerzpot Media Pvt Ltd (2017 - 2024)

- Led end-to-end UX for fantasy gaming platforms serving 15M+ users across mobile and web.
- Conducted user research, usability testing, and competitive analysis to improve core flows.
- Designed wireframes, prototypes, user journeys, and high-fidelity UI for multiple product features.
- Built and maintained a scalable design system, reducing design-to-development cycle time by 40%.
- Improved onboarding and engagement flows, increasing activation and early retention.
- Collaborated closely with product, engineering, and marketing teams to drive business-aligned UX outcomes.
- Mentored junior designers and guided design standards, best practices, and UI quality benchmarks.

UI / UX DESIGNER

Uniserved Technologies Pvt Ltd (2015 - 2017)

- Designed the complete UX and UI for a food ordering platform (Orderzapp).
- Created user personas, task flows, wireframes, and detailed UI specifications.
- Built interactive prototypes to present solutions to stakeholders and technical teams.
- Improved product usability by optimizing navigation, reducing friction points, and improving clarity.
- Worked closely with developers to ensure accurate and consistent implementation.

WEBSITE & GRAPHIC DESIGNER

Mesotek Software Pvt Ltd (2013 - 2015)

- Designed responsive websites, marketing creatives, and branding assets for various clients.
- Improved design quality and UI consistency, increasing client engagement and conversions.
- Delivered logos, social media designs, banners, and promotional collateral.

EDUCATION

GOOGLE UX DESIGN CERTIFICATION

Coursera (2024 - 2025)

BACHELOR OF MANAGEMENT STUDIES

Marketing (2009-2012)

Tilak College of Arts, Commerce
and Science, Navi Mumbai

CORE SKILLS

UX & VISUAL SKILLS

- User Research
- Wireframing & Prototyping
- Information Architecture
- User Flows & Personas
- Interaction Design
- Usability Testing
- Heuristic Evaluation
- A/B Testing
- Journey Optimization
- Conversion Optimization
- Accessibility (WCAG 2.1 & 2.2)
- Data-Driven UX
- Product Thinking
- Visual Design
- Typography & Layout
- Branding
- Responsive Design
- UI Components
- Design Systems

TOOLS & FRONTEND SKILLS

- Figma
- Framer
- Adobe XD & Sketch
- Adobe Photoshop & Illustrator
- Corel Draw
- Miro & Zeplin
- HTML, CSS