

Rameshwar Kharwa

UI/UX DESIGNER • PRODUCT DESIGNER



My Portfolio

rameshwarkharwa.com



+91 81082 98165 / 90724 43597

PHONE



rameshwarmk99@gmail.com

EMAIL



linkedin.com/in/rameshwar-kharwa

LINKEDIN

PROFILE

AI-powered, product-focused UI/UX Designer with nearly 2 years of experience, building end to end from scratch with scalable design systems.

SKILLS

Research

- Field Research
- User Interviews
- Usability Testing
- Competitive Analysis
- Journey Mapping
- Empathy Mapping
- Affinity Diagram
- User Personas

Design & Process

- Design Thinking
- Design Systems
- Information Architecture
- User Flows
- Wireframing
- Prototyping
- WCAG 2.1 AA Accessibility
- HMW
- Crazy 8s
- Robust Communication

Toolbox & AI

- Figma
- Google Analytics
- Adobe Creative Suite
- Spline 3D
- Vibe Coding
- Image Generation
- Claude
- Ideogram

EDUCATION

Master of Computer Applications • 9.4 CGPA
TIMSCDR, Mumbai
2020 - 2022

Bachelor of Information Technology • 8.00 CGPA
Thakur College of Science and Commerce
2017 - 2020

UI/UX & Creative Design Pro
MyCaptain (EdTech)
2023

EXPERIENCE

B2B SaaS Client-Facing Ecommerce Platform

UI/UX Designer | Aug 2024 – Present | Live (Organization)

- **Led full UX from start to finish** as a **solo designer**, owning research, IA, user flows and design for web and mobile.
- Conducted **20+ client interviews** across a **300+ client base** via one-on-one meetings, phone calls and video calls.
- **5/5 test users** completed purchase unassisted, with orders in **under 60 seconds** in blind usability tests.
- Defined **information architecture** and streamlined end-to-end user flows for a smoother buying experience.
- Built the full UI using **250+ Figma components**, creating a scalable design system.

[Live platform — salechalifestyle.com](https://salechalifestyle.com)

Twenty2, D2C Premium Eyewear

UI/UX Designer | 2023 – 2024 | Live (Organization)

- Designed a **brand-led D2C ecommerce experience** using AI-driven technologies.
- Focused on visual impact, brand perception and smooth browsing while maintaining clarity and usability.
- **3 stakeholder interviews** and a **10+ brand competitive analysis** to define strategy and positioning.
- First orders received about **2 weeks after** launch.

[Live website — twenty2.in](https://twenty2.in)

Personal Branding Websites

UI/UX Designer | 2023 | Client work (Organization Clients)

- Designed personal branding websites focused on **clarity and trust**.

[Example website — samruddhieyecare.in](https://samruddhieyecare.in)

Ecommerce for a Business Coach – Led Products

UI/UX Designer | 2023 | Client work (Organization)

- Designed an **ecommerce platform** for a business coach's digital products.
- Focused on **clarity, trust and conversion**.
- Built for India's first business coach in the optical industry, serving **300+ clients** across India.

CERTIFICATIONS

14+ UI/UX certifications from Udemy, Moonlearning, Design and Code
AI Mastery Certification, Growth School