

# Jayesh Patil

jaycrea36@gmail.com

**Product Designer · UI/UX Designer · UX Team Lead · Fractional Design Head**

Passionate product designer with 6+ years of experience across Fintech, Edtech, and entertainment domains. Proven track record of leading UI/UX design for SaaS dashboards, scalable design systems, and high-conversion apps. Currently building teams and solving real-world user problems with design thinking and measurable UX impact. AI is part of how I work day to day, from research synthesis and competitive analysis through to concepting and UX copy.

pixelpatil.in
figma.com/@jayeshpatil
linkedin.com/in/jayeshpatil36

Phone
(+91) 7738 44 3636

Address
Mumbai, India

## Education

2021 - BE. Computer Science
Mumbai University

## Languages

Hindi
National

English
Professional working

## Snapshot

6+ years
Product & UX Design

7+
SaaS & Mobile Products Designed

2100+ Components
platforms shipped

50+ Workflows
Complex Product Systems

12,000+
Users in beta (cinestox)

125k+
Figma forks

## Experience

### NSR Information Systems —Software Engineer

Oct 2025 - Sept 2026

Mobile Product Design · Offline-First Architecture · Material UI · User Research, · Field Data Capture · Cross-Functional Product Development · Agile Product Teams · Usability Optimization · Inventory Cataloging Systems · Operational Workflow Design

Led product design and UX strategy for **AuctionFlex X**, the next-generation mobile cataloging application for HiBid auction houses. With no dedicated product manager on the team, also set scope, priorities and requirements and drove delivery with two engineers, from the first screen through to release.

- Designed the **entire mobile product experience from scratch**, delivering **50+ production screens and core cataloging workflows** including lot creation, metadata editing, item lifecycle management, and auction synchronization.
- Introduced **CCP (Continuous Capture Pipeline)** — a mobile-first cataloging workflow enabling auction staff to rapidly photograph, tag, and create lots in sequence without interrupting capture flow.
- Architected an **offline-first UX model** allowing catalogers to capture items, edit metadata, and build lots in environments with limited connectivity, with seamless sync to AuctionFlex systems once online.
- Built a scalable **Material UI + Apple HIG-aligned design system,** defining interaction patterns, components, and mobile behaviors to support future AuctionFlex product expansion.
- Designed the **mobile-to-auction workflow bridge**, allowing catalogers to scan items, generate lots, and instantly sync them to auction house inventories directly from the field.
- Reduced cataloging friction by simplifying multi-step legacy workflows into **streamlined mobile interactions**, enabling significantly faster lot creation compared to traditional desktop cataloging tools.
- Collaborated closely with engineering to define sync logic, data structures, and interaction behaviors, working in an AI-assisted delivery workflow built around Claude Code and ChatGPT to keep design and implementation in step.
- Adopted by **major HiBid auction houses**, supporting real cataloging operations in the field.

### CINESTOX TECHNOLOGIES —Lead Experience Designer

Jun 2024 - Aug 2025

Figma · Design Systems · Product Design · Mobile App · UX Strategy · MVP to GTM · Admin Dashboards · Team Leadership · Agile · Beta Testing · User Research,

Led UI/UX across all digital products at Cinestox, including Cinetrade and Cinestox.com. The role spanned product strategy, hands-on design, team mentorship, and system-level UX thinking.

- Responsibilities:
  - Led **zero-to-one product design** for Cinetrade and Cinestox platforms, defining the end-to-end user experience across mobile apps, admin dashboards, and marketing interfaces.
  - Designed **80+ mobile app screens and 50+ dashboard interfaces**, establishing consistent flows across trading, onboarding, and operational workflows.
  - Built a **modular Figma design system** enabling faster iteration, improved UI consistency, and streamlined developer handoffs across the product suite, with Claude Code and ChatGPT used across design and build.
  - Conducted **user research and competitive analysis** to define onboarding logic, feature prioritization, and interaction patterns before product launch.
  - Led beta rollout behind **12k+ early-access** signups, gathering usability insights that informed product refinements before public release.
  - Mentored **4 designers and contractors,** leading design reviews and maintaining quality across UX interactions and UI standards.
  - Collaborated closely with founders, engineers, and marketing teams **on product roadmap, sprint planning, and go-to-market strategy.**

More details at: Cinestox Website · Cinetrade Website

## Availability

- Immediate Joining
- Mumbai-based
- Open to Hybrid/ Remote

## Beyond Work

- Gaming
- Travelling
- Sketching/Graffiti
- Blogging

## Soft Skills

Design Leadership

Agile Collaboration

Scalable Systems Thinking

Product Mindset

UX-First Communication

## Experience

### COGNIZANT, Mumbai — Programmer Analyst

Jan 2022 - May 2024

Figma | Adobe Xd | Design Systems | Enterprise Dashboards | UX Research | A/B Testing | Agile | Accessibility | Interaction Design | Cross-functional | Collaboration

Worked as a UI/UX Designer under the official title of Programmer Analyst. Contributed to the design of enterprise web applications and internal SaaS platforms for clients in the **finance and healthcare sectors**. Focused on scalable UI systems, front-end handoff workflows, and collaborative Agile delivery cycles with partial involvement in UX enhancements and QA.

Key Responsibilities:

- Designed **responsive UI layouts** for complex B2B dashboards, creating high-fidelity mockups using **Figma and Adobe XD** for client delivery environments.
- Created and maintained **modular design libraries** and reusable components, ensuring consistency across 3+ internal modules and reducing iteration cycles during build phases.
- Translated wireframes and functional specs into clean UI interfaces, aligning with client brand guidelines and enterprise accessibility standards.
- Delivered **developer-ready assets**, interactive prototypes, and annotated specifications to front-end teams, reducing clarification dependencies during implementation.
- Conducted **UAT-level usability** validations during release testing phases and provided design inputs on empty/error/loading states to improve user flow predictability.
- Participated in basic **accessibility alignment** (contrast ratios, semantic focus states, screen-reader structure), especially for regulatory dashboards.
- Collaborated in **Agile sprint ceremonies**, including design reviews and retros, and coordinated with global delivery teams to support multiple release tracks.
- Supported **UX improvements** based on internal feedback, such as simplifying navigation hierarchies and restructuring form layouts for reduced input errors.

### RATEL CAPITALS PVT LTD — UI UX Designer

NOV 2020 - JUL 2021

Fin-tech | Figma | Adobe Photoshop | Adobe Illustrator | Responsive UI | Component Library | Startup Environment | Dashboard UX | Interaction Design

**Role Summary:**
While being in last year of my college, I Joined Ratel Capitals during its MVP phase as the primary UI/UX designer. Worked directly with the founding team to define and execute a user-centered design strategy for their internal investment analytics platform. Helped transform core financial operations into a usable, scalable, and visually structured SaaS dashboard.

**Key Responsibilities:**

- Designed **responsive UI screens** and key interaction flows for a role-based investment dashboard, improving data accessibility for stakeholders across admin, investor, and analyst segments.
- Built a **component-driven design library** in Figma, reducing UI turnaround time by **30%** and enhancing developer handoff efficiency.
- Conducted **usability testing** with internal users and pilot customers, leading to a **15% improvement in onboarding completion** rates and a measurable drop in dashboard abandonment during early trials.
- Delivered annotated mockups and **style guide documentation**, minimizing frontend implementation errors and streamlining QA cycles.
- Applied **user-centered design principles** and created wireflows that simplified complex reporting logic into intuitive UI structures.
- Collaborated in weekly Agile sprints and product syncs to align UX priorities with MVP milestones, successfully launching the beta in under 3 months.
- Maintained design consistency across all modules by establishing reusable layout patterns and visual hierarchy standards.

### MEDIA EXPERTS PVT LTD — Creative Designer

JUL 2019 - OCT 2020

Adobe Premiere Pro | Adobe Audition | Adobe After Effects | Video Editing | Storyboarding | EdTech | Post-Production | Visual Consistency

**Role Summary:**
Worked on visual content production for **Unskooler.in**, an EdTech platform. Transitioned from intern to full-time, contributing to end-to-end creation of instructional video modules — from scripting and storyboarding to editing and delivery.

**Key Contributions:**

- Edited educational content using **Adobe Premiere Pro**, applying consistent transitions, brand overlays, and pacing aligned with curriculum goals.
- Created **motion graphics** and **explainer animations** in After Effects to improve clarity and learner engagement.
- Collaborated with content writers and subject matter experts to storyboard lessons and deliver v**isually consistent**, **on-brand outputs**.
- Managed weekly post-production cycles, ensuring all content was delivered **on time and quality-assured** across multiple formats.

## Tools/ Softwares/ Languages

Design

Figma | Adobe Xd | Photoshop | Illustrator | Premiere Pro | Framer | Wix | Visual Design | Wireframing | Personas | Typography | Colour and Grid Systems | Iconography | Brand Identity | Micro-interactions | Dark Mode and Theming | UX Writing

Design systems

Design tokens | Auto Layout | Variables | Dev Mode | Library governance

Research

User interviews, | Discovery | Contextual and field research | Research synthesis | Heuristic evaluation | Firebase Analytics and Crashlytics

Research

Product ownership | Requirements definition | Roadmapping | Go-to-market

AI

Claude Code | ChatGPT | Figma AI | Generative AI | Prompt engineering

Coder related

VS Code | Node.js | Git | Sourcetree

Underline indicators - Legend

Proficient | Frequently Used | Occasionally

## Freelance Projects

### Sugee.io

Product: sugee.io | Linkedin

Fintech Platforms | Mobile Product Design | Dashboard UX | Design Systems | Financial Workflows | Responsive Web Design | Data Visualization | User Onboarding

**Project Summary**

Designed the end-to-end product ecosystem for Sugee, a rural fintech platform connecting farmers, cooperative banks, and financial services. Led design across mobile, web, and operational dashboards supporting large-scale financial workflows.

- Built the **complete brand and product identity,** defining visual language, UX principles, and UI architecture across web and mobile platforms.
- Designed an **80+ screen mobile application** integrating crop advisory, mandi prices, loan applications, and government schemes for rural users.
- Developed **7 modular banking dashboards** used by **600+ cooperative bank** branches for onboarding, credit scoring, risk analytics, and reporting workflows.
- Created a **300+ component design system**, enabling consistent UI across products and accelerating feature development.
- Contributed to **30% higher user engagement and 3× faster onboarding**, simplifying KYC and financial verification flows.
- Platform adoption scaled to **800K+ rural users,** supporting **₹1,500 Cr+** in transactions through partner banks

### MyPeerConnect

Product: mypeerconnect.in | Linkedin

Brand Design | Web App Design | Knowledge Platform | Dashboard UI | Design Systems | Role-based Personalization | Responsive Design | Figma | Interaction Design | Content Aggregator

**Project Summary**

Designed the end-to-end UX for a role-based knowledge-sharing platform combining blogs, podcasts, Q&A, job boards, and professional content modules. Delivered scalable product architecture and responsive experiences across web and mobile platforms.

- **Built a modular design system**, enabling scalable UI development and theme flexibility across the platform.
- Designed **50+ platform screens** covering onboarding, feed systems, user profiles, job boards, podcasts, Q&A modules, and saved content workflows.
- Developed **role-based personalization logic** powering “For You”, “My Role”, and “My Industry” content experiences.
- Created **responsive dual-screen layouts** for desktop and mobile, including tab navigation, nested modals, and dynamic content structures.
- Collaborated with the founder on **feature architecture, interaction flows, and MVP validation**, supporting iterative product development.

### CommerceFlo

Product: Commerceflo.ai | Linkedin

Figma | Web Design | Responsive Layouts | Atomic Components | B2B Platform Design | SaaS UI/UX | Graphic Design | CMS-Friendly UI | Product Pages

**Project Summary**

Led UI/UX design for CommerceFlo, a modern commerce infrastructure platform built for FactoryJet Pvt. Ltd., positioning the product as a scalable enterprise-grade commerce backend similar to VTEX and commercetools.

**Key Contributions**

- Designed **30+ responsive product** and solution pages, including platform architecture, pricing, industry use cases, and resource center.
- Built a modular Figma design system with atomic components to support CMS-driven content and scalable UI development.
- Structured product and solution landing flows optimized for conversion, improving clarity of platform capabilities for enterprise buyers.
- Delivered developer-ready wireframes and UI specifications, collaborating with a 3–4 member team to ship milestone-based releases.



### Figma Community Contributions

Visit Profile: figma.com/@jayeshpatil

I create open-source UI kits and templates to help designers prototype faster. Collectively, my templates have been forked by **125k+ designers** worldwide.

**Top Projects:**

- Portfolio Website UI – **102K forks**
- Plantique Ecommerce – **9.3K forks**
- Finzo Finance Landing – **7.1K forks**
- BioData Template – **5.1K forks**