

VIRAJ KOSHIMKAR

Senior UI/UX Designer

I solve real problems for real businesses. 13+ years turning research and business strategy into usable, delightful products across fintech, healthcare, and energy.

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SUMMARY

Senior UI/UX Designer with 13+ years of experience shipping user-centered products at scale across fintech, healthcare, and energy. Partners with product and engineering to turn research and business strategy into measurable outcomes, and leads a team of junior designers across concurrent initiatives.

EDUCATION

Sir J.J. Institute of Applied Art

Bachelor of Fine Arts, Computer Graphics
2009 – 2013

Arena Animation Institute

Animation & Computer Graphics
2007 – 2009

SKILLS

- UX Design
- UI Design
- AI-Native UX & UI Design
- Design Systems
- Prototyping
- User Research & Testing
- Cross-Functional Collaboration
- Accessibility (WCAG)
- Team Leadership & Mentoring
- 0-to-1 Product Design
- Illustration
- Graphic Design

SOFTWARE

- Figma
- Claude Design
- Adobe XD
- Illustrator
- Photoshop
- Sketch
- InVision

LANGUAGES

- English : Fluent
- Hindi : Fluent
- Marathi : Fluent

EXPERIENCE

Senior UI/UX Designer, Snapwork Technologies

Jan 2024 – Present

- Lead a cross-functional team of junior designers across concurrent product initiatives in fintech, healthcare, and energy, partnering with product and engineering to own UX strategy from discovery through shipped, measurable outcomes.

Julius Bär HNI Dec 2025 – Present

- Architected the UI/UX for Julius Bär's HNI wealth-management app, turning complex portfolio and trading data into a premium, trustworthy experience on phone and tablet (in development).

TC Pay Sep 2025 – Dec 2025

- Directed a full design overhaul of TC Pay's forex card app end-to-end, rebuilding buy-forex, quote, card-control, and device-registration flows — driving average app rating from 2.0 to 4.8 stars post-launch.

MediCard MedGo Apr 2025 – Jun 2026

- Led research with MediCard's Philippine team to redesign MedGo, a Filipino health-card app, unifying LOAs, reimbursements, booking, and telemedicine; positive beta focus-group feedback.

CRIF High Mark Apr 2025 – Jul 2025

- Led the end-to-end UX/UI redesign of CRIF High Mark's consumer credit platform, rebuilding score navigation, reporting, and a simulator, plus a white-label system for partner banks.

Tata Power Jan 2025 – Present

- Leading a 0-to-1 rebuild of Tata Power's app, web portal, and admin across seven discoms, spanning bill payment, energy tracking, and service requests; 1 lakh+ downloads.

UI/UX Designer, Snapwork Technologies

Jan 2021 – Jan 2024

- Owned end-to-end UI/UX design across multiple client products — user research, wireframing, and prototyping — partnering closely with product and engineering, building the track record that led to promotion into design leadership.

PRIOR EXPERIENCE

Sr. UI/UX Designer, Sunday Mobility Feb 2020 – Oct 2020

- Designed UI/UX across a range of B2B client engagements, applying research and prototyping to enterprise-facing products.

UI/UX Designer, The Whiteboard Company

Feb 2018 – Feb 2020

- Designed the UI/UX for a SaaS-based visa solution, building end-to-end application and case-management workflows for enterprise clients.

UI Designer, Last Local App Solutions Sep 2015 – Feb 2018

- Designed SME-facing mobile apps for Indian businesses, shaping onboarding and daily-operations flows for small business owners.

UI & Graphic Designer, MindsArray Technologies Feb 2015 – Sep 2015

- Designed UI for Pay1, a B2C payments and e-commerce platform, shaping consumer-facing transaction and checkout flows.

Graphic Designer, Various Firms Jun 2013 – Feb 2015

- Built foundational experience in branding, print, and digital design.