



# Nemish Zawar

UX Practitioner

I'm Nemish Zawar, a UI/UX designer with 4+ years of experience turning ideas into meaningful digital experiences. Driven by curiosity and a passion for problem-solving, I specialize in creating intuitive designs through user research, prototyping, and usability testing. I thrive on simplifying complex challenges into elegant, user-friendly solutions that deliver real impact.

## Contact Details

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## Portfolio

[www.nishfolio.com](https://www.nishfolio.com)

[www.behance.net/nemishz](https://www.behance.net/nemishz)

[medium.com/@nemishzawar\\_](https://medium.com/@nemishzawar_)

## Education & Certifications



### HFI (CUA) - Certified Usability Analyst

Human Factors International

Trained by Human factors International (HFI) in expertise in Usability Analysis, PET Analysis (Persuasion, Emotion Trust), UX management, UX strategy & more...



### Diploma in Communication Design - 4 years

Design Media and Edutainment School

Specialized in visual communication, focusing on branding, layout design, and impactful storytelling. This program refined my ability to craft visually engaging and strategically sound designs, a key asset in delivering exceptional user experiences.



### B.Sc in Media Graphics and Animation - 3 years

Yashwantrao Chavan University

Built a strong foundation in visual storytelling, graphic design principles, and animation, enhancing my ability to create user-centric designs with a creative edge.



### Product Design Foundation

Unitedworld Institute Of Design (UID)

Introduced to the fundamentals of design, including key principles such as form, function, and user-centric thinking. The program provided a solid base in material exploration, prototyping, and conceptual development, fostering critical thinking and creativity in design.



### Google UX Design Professional Certificate

Google | Coursera

Acquired comprehensive training in UX design, including user research, wireframing, prototyping, and usability testing. This course provided hands-on experience with tools and methodologies essential for designing intuitive and accessible digital products.

## Key Skills

- User Research
- Ethnographic research
- User centric design
- Interaction design
- User flows
- User journey
- Wireframing
- Prototyping
- Usability Analysis
- Design audit
- Heuristics evaluation
- UI Design.

## Strengths

- Networking
- Presentation skills
- Team Collaboration
- Stakeholder Engagement

## UX Design Tools

- Figma
- Illustrator
- Photoshop
- Miro
- Adobe suit
- Chat gpt
- Analysts tools, etc.

## Work Experience



Swift Money · Contract  
May 2022 to Nov 2024 · 2yrs 6 mos  
Pune, Maharashtra, India

### Contract based - Product Design and UI/UX

- Designed seamless experiences for investment advisory platform, re-imagining investments and wealth management through the integration of Artificial Intelligence (AI) and deep finance domain expertise.
- Collaborated with stakeholders and developers to align product goals with user needs, ensuring a cohesive and innovative approach to financial solutions.
- Conducted extensive user research to create detailed user personas and wireframes, driving design decisions that reflect user behavior and preferences.



Uplifters Digital Studio · (Liyasa Enterprises PVT (OPC) LTD)  
May 2021 to Present · 3 yrs 7 mos  
· India

### Co-Founder and Design Lead

- Successfully managed to deliver Branding, Website Design, Development , UI/UX projects in international markets like UAE, Singapore, UK, US, Japan and India. This company registered under name of LIYASA ENTERPRISES OPC PVT LTD.
- Provided global consulting services, specializing in end-to-end product design for clients
- Established design frameworks and standards for companies, tailoring solutions to meet client-specific needs and requirements.
- Took complete ownership of the product development process as a freelancer or consultant, ensuring seamless delivery.
- Demonstrated expertise in planning and designing frameworks that delivered tangible results.



Savart · Freelance  
Jul 2021 to Dec 2021 · 6 mos  
Hyderabad, Telangana, India · Remote

### Freelance Project - Complete Product Design

- As a User Experience Specialist at Savart, I created seamless experiences for investment advisory products. I worked closely with stakeholders and developers, conducting extensive user research to create user personas and wireframes.
- Using various usability testing methods, I validated design decisions to ensure a user-centered design that met expectations.

## FREELANCE

Freelance · From 2019  
Pune, Maharashtra, India.

### 50+ Freelance Projects as UI/UX Brand designer Globally

- Successfully completed 50+ freelance projects globally as a UX/UI and brand designer, catering to diverse industries and cultural contexts.
- Designed intuitive user interfaces and comprehensive brand experiences that aligned with clients' goals and enhanced user engagement.
- Delivered prototypes, wireframes, and design systems, ensuring streamlined development processes for international clients.



Ad square media  
Oct 2019 to March 2020 · 6 mos  
Pune, Maharashtra, India

### Advertising, Branding and Graphic Design

- Assisted in creating compelling graphic designs and branding materials for various advertising campaigns, including high-impact digital ads and visually appealing social media posts.
- Collaborated with the creative team to conceptualize and execute innovative branding strategies that improved client visibility and market presence.
- Developed visual content for digital and print media, ensuring consistency with brand guidelines and delivering projects on tight deadlines.