Pooja Machchhar

UX Designer | Ahmedabad, Gujarat, India
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SUMMARY

UI/UX & Product Designer with experience in user research, wireframing, prototyping, and UI design. Skilled in creating intuitive digital experiences for web and mobile platforms.

EXPERIENCE

UI/UX Designer | *May 2025 - Present*
Reelflix - Ahmedabad
Designing user-centered web & mobile experiences, from user research and wireframes to high-fidelity UI, design systems, and usability testing; collaborating with cross-functional teams to align design decisions with project goals.

UI/UX Design Intern | *Sept 2024 - Mar 2025*
Oizom - Ahmedabad
Crafted intuitive interfaces for smart environmental solutions, transforming complex data into clean user-friendly designs. Built wireframes through interactive prototypes, sharpening design thinking and attention to detail.

UX Designer Intern | *Feb 2024 - July 2024*
Delight Enterprise - Remote
Redesigned key product screens for business applications, improving user flow, information architecture, and design consistency while aligning user needs with business goals.

Graphic Design Intern | *Dec 2022 - Mar 2023*
Mavenwit - Remote
Created unique NFT collections and digital artworks for blockchain platforms; gained experience in Web3 design trends, digital illustration, and collaborating with creative teams.

SKILLS

Wireframing	**Prototyping**	**User Research**	**Usability Testing**
UI Design	**Interaction Design**	**Design Thinking**	**User Journey Mapping**
Information Arch.	**Visual Communication**	**Typography & Layout**	**Design Systems**

TOOLS

Figma · Adobe XD · Adobe Illustrator · Adobe Photoshop · Framer · Canva · Miro · Notion · Wix

EDUCATION & CERTIFICATIONS

BE - Information Technology
LDRP Institute of Technology & Research, Gandhinagar
Kadi Sarva Vishwavidyalaya
2019-2023

Microsoftx UX Design Professional Certificate
View Certificate
Wireframed Designathon 2025
Fast-paced UX designathon, real-world ideation & wireframing challenge.