

Maaz Ansari

UI/UX & Product Designer · SaaS, FinTech & Mobile Apps · Design Systems

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[Portfolio](#) | [LinkedIn](#) | [Figma Portfolio](#)

PROFESSIONAL SUMMARY

UI/UX Designer with 3+ years shipping SaaS, fintech, ERP, and consumer products across India, the US, and Mozambique — including a World Bank–delivered government lending platform. 40+ projects shipped to production: 10 live web products and 30+ Google Play Store apps. I turn complex workflows — KYC, lending, AI audits, ERP modules — into clean, accessible, conversion-focused interfaces, owning the full process from user research and wireframes to high-fidelity Figma prototypes and pixel-accurate HTML/CSS handoff. Measurable impact across products: up to –60% task time, +52% conversions, and 100% internal adoption.

CORE SKILLS

Design: UI Design, UX Design, Interaction Design, Design Systems, Responsive & Mobile-First Design, Accessibility (WCAG), Typography, Iconography, Layout, Motion Design

UX Process: User Research, Wireframing, Prototyping, Usability Testing, User Flows, Information Architecture, Journey Mapping, Design Thinking, Agile Collaboration, Developer Handoff

Tools: Figma (Variables, Modes, Dev Mode, Advanced Prototyping), Adobe XD, Photoshop, Illustrator, Framer, Sketch, InVision, Balsamiq, Zeplin

AI-Assisted Design: Figma Make, Cursor, Claude, ChatGPT — faster concept-to-prototype cycles

Frontend: HTML, CSS — high-accuracy design-to-code conversion

WORK EXPERIENCE

UI/UX Designer | Web Impact Software Solutions Pvt. Ltd.

05/2025 – Present

Indore, India · Remote · US clients (Phoenix, Arizona)

- Led end-to-end design for two live SaaS products (MyWebAudit, HireAWiz) — research, wireframes, hi-fi Figma prototypes, and developer handoff.
- Designed an AI Visibility & SEO audit dashboard that **consolidated 5 analytics tools into 1 interface, cutting time per audit by ~60%** with 100% internal team adoption.
- Redesigned marketing and lead-capture flows that lifted **form-start rate +38% and qualified-lead conversion +22%**, and built a template system producing 12+ landing variants from one base.
- Built and maintained reusable Figma design systems (variables, modes, components) to ensure consistency and speed handoff across all client products.
- Delivered conversion-focused websites, landing pages, and lead widgets for US-based SaaS, agency, and service businesses.

UI/UX Designer | Cserve Technology Pvt. Ltd.

05/2024 – 04/2025

Indore, India

- Owned end-to-end UI/UX for multiple SaaS and corporate products — research through prototyping and dev handoff.
- Redesigned corporate sites that raised **contact-form completion +45%**, and a recruitment-services platform (Recruit Outsource) that increased **demo bookings +52%**.
- Built a shared design system across sister brands (Cservetech, Cservecorp) for a consistent visual language and faster delivery.
- Partnered with engineers, technical leads, and product managers to ship dynamic client-side web applications across business modules.

- Authored accessibility and user-preference specifications that reduced design-related rework during development.

UI/UX Designer | Bellway Infotech

03/2023 – 04/2024

Indore, India

- **Designed and shipped 30+ consumer mobile apps to the Google Play Store** — food delivery, grocery, retail, and on-demand services — covering full user flows, UI kits, and vendor/customer experiences.
- Led a complete overhaul of the company's web and mobile platforms, redesigning key product features end-to-end.
- Created wireframes, storyboards, and sitemaps defining information architecture across web and app properties.
- Designed core UI elements (menus, tabs, widgets, forms) and refined visual systems to lift usability and aesthetics.

UI/UX Intern | 10X Web Solutions

10/2022 – 02/2023

Indore, India

- Developed style guides covering branding, typography, color, and photography standards.
- Produced product designs and UI deliverables aligned to client specifications.

FEATURED PROJECTS

MyWebAudit — AI Visibility & SEO Audit Platform mywebaudit.com

SaaS platform integrating GA4, GSC, GBP, and PageSpeed data into role-based dashboards. **5 tools** → **1** · **–60% audit time** · **100% team adoption**.

Conecta — Government Lending Platform (World Bank) conecta.gov.mz

Lending platform for Mozambique's FCID, delivered with the World Bank. **12-page PDF** → **5-step flow** · **mobile-first, low-bandwidth** · **WCAG AA**.

CREDverify+ — Background Verification System credverifyx.com

Secure verification platform with real-time data and automated workflows. **–65% time per verification**.

30+ Mobile Apps — Google Play Store (Bellway Infotech) portfolio-landing-rouge.vercel.app/#apps

End-to-end design for 30+ published consumer apps across food, grocery, retail, and on-demand services — full flows, UI kits, and customer/vendor apps.

Also live: HireAWiz (+38% form-starts), Recruit Outsource (+52% demos), Cservetech (+45% form completion), Xodox (+2.4× CTA), Fundo Catalítico (World Bank gov fund), Edjuda Foundation (non-profit). Full case studies in portfolio.

EDUCATION & CERTIFICATION

Bachelor of Business Administration

July 2022

DAVV University, Indore · Marketing, Management, Business Strategy

UI/UX Design Certification

September 2022

Pixel Perfect Technology, Indore · Wireframing, Prototyping, User Research, Interaction Design