Jigar Tewar

Lead UI/UX & Product Designer · EdTech, Enterprise ERP, Design Systems

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Indore, India · open to hybrid & remote

15+ years in UX and product design

6 years in web and graphic design before that

6 Academia apps: 5 portals and a mobile app

24 IxDF certifications

I lead end-to-end design for Academia ERP at Serosoft: the Admin (Core ERP), Student, Faculty, Parent and Alumni portals and the student mobile app, on design systems I build and maintain, including one structured for AI tools. Before that I led UX directly for Volkswagen (Germany) and Liviit (Australia), led design teams at Conduira and Sunflower Lab, and designed SAP-based apps for Fortune 500 brands such as Quiksilver, Kraft and Kennametal.

Experience

Lead UI/UX Designer

Aug 2025 – Present

Academia by Serosoft · Indore, on-site · EdTech / SaaS

- Lead UI/UX and product design for **Academia ERP**, Serosoft's student information system (company context: Gartner-recognised, 400+ institutions worldwide).
- Lead design across the Admin (Core ERP), Student, Faculty, Parent and Alumni portals and the Academia mobile app for students.
- Build and maintain the design systems for all Academia applications, including one structured for AI tools so teams can produce on-brand screens faster.
- Drive end-to-end design: research, IA, wireframes, high-fidelity prototypes, design system and developer handoff.
- Mentor in-house design and marketing teams; review designs for usability, accessibility (WCAG) and brand consistency.

UI/UX & Product Design Consultant

Apr 2023 – Jul 2025

Independent · Remote · Germany / USA / Australia

- Led UX directly for client products at **Volkswagen (Germany)** and **Liviit (Australia)**, with teams across Germany, the USA and Australia.
- Built design strategies aligned with each client's business objectives and brand voice.
- Led user research, prototyping, usability testing and design-system creation across web and mobile products.

Chief Design (UX/UI) Officer

Jan 2025 – Jun 2025

Maritime EP&C (Enter.Price Companies) · London, remote · Part-time

- Partner and fractional Chief Design Officer at a maritime-technology startup building modular platforms for maritime data, port and logistics oversight, and sustainability monitoring.
- Part-time design leadership covering UX/UI, user research, usability testing and product vision.

Core skills

Product design · UX strategy · User research · Usability testing · Design systems · Information architecture · Prototyping · Accessibility (WCAG) · Mobile-first design · Generative AI workflows · Design leadership · Mentoring · Design reviews · Stakeholder management

Tools

Figma, FigJam, Sketch, Adobe XD, InVision · Axure, Framer, Proto.io · Maze, Hotjar, iMotions · Notion, Jira, Miro, Slack · HTML, CSS, JavaScript

Methods

Design Thinking · Lean UX · Agile UX · User-centred design · Design sprints · Heuristic evaluation · Usability testing

Certifications

24

IxDF courses (Interaction Design Foundation, Denmark), 15+ with Top 10% Distinction

UX Design for VR · 2024	100%
Conducting Usability Testing · 2023	98%
AI for Designers · 2024	96%
Data-Driven Design · 2023	96%
Psychology of Interaction · 2023	93%
Accessibility Design · 2023	89%

Mentoring

IxDF Vadodara local leader (2017 to 2025) · ADPList · Topmate

Lead UI/UX Product Designer

Apr 2022 – Apr 2023

Conduira · Hyderabad, remote · EdTech

- Designed an educational web app that helps students prepare for jobs and study abroad.
- Built a complete design system covering the brand, presentations, mailers and the full app.
- Led the design team and defined the design strategy for the next phase of development.
- Ran usability research, documented requirements and prototyped experiences for stakeholder review.

Lead UI/UX Product Designer

Feb 2020 – Apr 2022

Sunflower Lab · Vadodara, hybrid · Digital product agency

- Led a 5-person design team across India and the USA; mentored designers in research, information architecture and visual craft.
- Created a Sketch design system library used across multiple client engagements.
- Owned client communication and design QA, working directly with clients on requirements and pain points.

Sr. Executive, Application Engineering · UX / Product Designer

Oct 2018 – Jan 2020

Collabera · Vadodara · Digital talent solutions

- Designed user-centred B2B, B2C, SaaS and enterprise integrations for internal product teams.
- Applied Design Thinking, Lean UX and Agile methods end to end on mobile and web.
- Ran user research and prototype testing across multi-region product launches.

Career break

Jun 2018 – Oct 2018

Self-directed learning · Vadodara

- Took a break to learn new things.

Software Engineer · UI/UX Designer

Nov 2011 – May 2018

Netweb Software · Vadodara · Enterprise software

- Designed and built UI for SAP-based B2B, B2C and enterprise web and mobile apps for Fortune 500 clients including **Quiksilver**, **Kraft** and **Kennametal**.
- Delivered the **Kraft USA** project (2013–14) end to end, from UI design to HTML, CSS and JavaScript.

Senior Web Designer / Developer

Mar 2008 – Oct 2011

DOTS & COMS · Vadodara · Clients in the US, UK and UAE

- Designed websites for clients across the US, UK and UAE; built front ends with HTML5, CSS3 and JavaScript.
- Created mobile UI designs for early iPhone and iPad applications.

Graphic / Web Designer · Developer

Mar 2005 – Mar 2008

Bulwark Systems · Vadodara · Career start

- Led website design and maintenance; built web apps in HTML, CSS and JavaScript.
- Created multimedia work including Flash animation and graphic design.

Education

Diploma in Multimedia Applications
Kaleido Media, Vadodara · 1999

Languages

English (professional) · Hindi (native) · Gujarati (native) · Sanskrit (basic)