Lalita Bhardwaj

UX/UI Designer | ProductDesigner | Web and Mobile Applications | Design Systems

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Summary

UX/UI and Product Designer with 6+ years of experience designing wireframes, prototypes and high-fidelity interfaces across web and mobile platforms for insurance, financial services and enterprise products. Creates user-centered designs from business requirements, user journeys and usability findings, and works closely with product managers, engineers and stakeholders. Strong in Figma and Adobe XD, responsive and mobile-first design, design systems and design QA, with front-end skills in HTML, CSS, JavaScript, React and Node.js. Cut onboarding time by 67%, clicks by 70% and data entry by 50%.

Core Skills

UX and Product: UX Strategy, Wireframing, Prototyping, High-Fidelity UI Design, User Research, User Journeys, Journey Mapping, Information Architecture, Interaction Design, Usability Testing, Business Requirements Analysis, Product Discovery, Enterprise UX
Systems and Delivery: Design Systems, Reusable Components, Responsive and Mobile- first Design, Web and Mobile Platforms, Accessibility, Design Handoff, Design QA, Design Documentation, Agile, UAT, Stakeholder Management, Cross-functional Collaboration
Tools: Figma, Sketch, Adobe XD, FigJam, Photoshop, Illustrator, Framer, Miro, Notion
Front-end: HTML, CSS, JavaScript, React.js, Redux, Context API, Node.js, React Native, Flutter, Angular, REST APIs, Git, GitHub

AI: Figma AI, Stitch AI, ChatGPT, AI-assisted Research, AI Ideation

Domain: Insurance, Financial Services, Enterprise Applications, Customer Servicing, Claims, Recruitment, Learning Management

Work Experience

Product Designer (UX/UI), PNB MetLife (Consultant)

Sep 2024 - Present

- Lead end-to-end product design across web and mobile platforms, from business requirements and discovery to wireframes, prototypes, high-fidelity UI, handoff, UAT and release.
- Cut onboarding time from 25 to 5 minutes (67%), clicks by 70% and data entry by 50% on Smart Recruit Pro, a platform supporting 1.5M+ (15L+) applications.
- Collaborate with product managers, engineers, QA, operations and business stakeholders in Agile teams to conceptualize and deliver user-centered solutions.
- Run stakeholder workshops, user research, journey mapping and usability testing, and turn usability findings into design improvements.
- Design responsive, mobile-first UI and reusable design-system components in Figma; support engineers through design QA, technical feasibility checks and post-launch improvements; continually improve the product design process with design documentation and Figma AI.

UX/UI Designer, HARSAC

Aug 2023 - Aug 2024

- Designed web and mobile experiences focused on usability, accessibility and responsive design, with user flows, wireframes, prototypes and design documentation. Collaborated with developers and stakeholders through design reviews and iterations.

UX/UI Designer, IT Wings Info System

Oct 2022 - Aug 2023

- Improved the GMDA website usability score from 58 to 91 through usability-focused redesign.
- Designed enterprise dashboards, workflows and responsive interfaces.
- Contributed to reusable components and UI standardization.

Graphic Designer, Symansys Technologies

2020 - 2022

- Designed marketing creatives, website banners and digital assets across multiple digital channels.
- Strengthened brand consistency and collaborated with cross-functional teams.

Selected Product Experience and Impact at PNB MetLife

All projects below were designed for PNB MetLife.

- **Smart Recruit Pro, Advisor Recruitment Platform:** Designed the end-to-end journey (registration, e-KYC, verification, assessment, interviews, onboarding, HR operations); onboarding time cut from 25 to 5 minutes (67%), clicks by 70% and data entry by 50%; 1.5M+ (15L+) applications.
- **AMS/LMS + MyActivity, Agency and Learning Platform:** Role-based experiences for agents, managers and administrators across leads, training, assessments, certification and analytics; 87% platform engagement, 2M+ (20L+) leads and about INR 30 crore (INR 300 million) in business.
- **App Tracker Pro, Customer Application Tracking:** Application tracking, approval workflows, document verification and real-time status updates; contributed to 95% order fulfilment and 90% user adoption.
- **MetConnect Pro, Insurance Distribution and Servicing:** Unified platform for sales employees and agents covering customer requests, policy servicing and renewals; contributed to a 70% engagement benchmark.
- **Khushi, Digital Customer Servicing:** Omnichannel servicing journeys across mobile app, customer portal, web bot and WhatsApp; ecosystem with 90% digital servicing and 1.9M online transactions.
- **TPA Portal, Health Insurance Claims Management:** Claims workflows for case allocation, tracking, hospital management, document verification and SLA monitoring, with role-based dashboards and analytics.

Education

- Master of Computer Applications (MCA), Amity University (Part-time), 2023 - 2025
- Bachelor of Computer Applications (BCA), Kalinga University, 2015 - 2018