

ANTONY ERWIN

UI/UX Designer & Product Designer

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PROFESSIONAL SUMMARY

UI/UX and Product Designer with 3+ years of experience across the full design lifecycle — from user research and product strategy through high-fidelity UI and developer handoff. Delivered design solutions across fintech, SaaS, enterprise, e-commerce, and consumer verticals for clients across 4 continents. Equally effective shaping product direction from zero and executing complex, multi-platform interfaces under agency deadlines. Known for scalable design systems, measurable usability improvements, and keeping design decisions tightly anchored to user needs and business goals.

CORE COMPETENCIES

Product & Strategy

Product Strategy · Feature Prioritization · Problem Framing · Competitive Analysis · Metrics-Driven Design · Roadmap Input

UX & Research

User Research · UX Discovery · Journey Mapping · Information Architecture · Usability Testing · UX Audits · Accessibility

UI & Interaction

Interaction Design · Wireframing · High-Fidelity Prototyping · Responsive & Mobile-First · Design Systems · Component Libraries · Visual Design

Tools

Figma · FigJam · Adobe XD · Illustrator · Photoshop · Miro · Notion

PROFESSIONAL EXPERIENCE

UI/UX Designer · Pixel Studios Jul 2024 – Present

Design agency · Enterprise, SaaS, Fintech, Consumer products

- Led end-to-end product design across 8+ simultaneous client engagements — sole design decision-maker on each, covering discovery, research, IA, prototyping, and developer handoff.
- Defined UX and product strategy for a B2B SaaS analytics dashboard: restructured complex data hierarchies and delivered IA that passed stakeholder review without a single revision on first presentation.
- Designed a mobile-first B2B/B2C e-commerce experience aligned to client revenue goals — approved in one design review with zero change requests.
- Built a Figma component library adopted across 3 enterprise platforms, reducing UI production time by approximately 40% and eliminating cross-platform visual inconsistencies.
- Ran structured usability testing across 2 major product releases, identifying 15+ critical friction points before launch and preventing costly post-release rework.
- Produced developer-ready handoff documentation that cut design-to-dev clarification loops by roughly 50%, directly accelerating sprint velocity on flagship products.
- Stepped up informally as Senior Designer — mentoring junior designers, setting quality standards, and maintaining design consistency across all active projects.

Junior UI/UX Designer · Jamoons Digital May 2023 – Jun 2024

Digital agency · Multi-industry client work

- Took end-to-end design ownership of 10+ client products across real estate, travel, retail, and professional services — 8 of 10 delivered with zero rework requests.
- Conducted user research and journey mapping for a corporate travel portal (Keith Prowse Travel), simplifying IA from 5 levels of navigation depth to 3.
- Redesigned core flows for a fintech investment platform (Unifi / FloatX), reducing task completion steps by 30% and lowering friction at the new investor onboarding stage.
- Sustained a pace of 2–3 complete product designs per month while maintaining high client satisfaction — requiring tight scope management and iterative delivery under agency deadlines.

UI/UX Design Intern → Junior Designer · Jamoons Digital

Feb 2023 – Apr 2023

Converted to full-time hire 3 months ahead of schedule

- Contributed to live client product builds from week one — user research, wireframing, and UI design across 3 projects typically reserved for senior designers.
- Promoted to Junior Designer after 3 months — the fastest intern-to-hire conversion at the agency.

SELECTED CLIENT WORK

Representative engagements from 100+ projects across fintech, enterprise SaaS, consumer, and healthcare:

Fintech & Investment Unifi Investment Management · Mason Stevens · Kings Gate Capital · FloatX · Finnate · Barwon

Enterprise & SaaS RheinBrücke IT Consulting · TechMango · Future Focus Infotech · Clipsal Cortex · Chalo School ERP

Healthcare Sagar Hospital · Buddhi Clinic · ArchanaIVF · Cura Group

Consumer & Brand HMI Guitars · Keith Prowse Travel · The Hatchery · Greenwin Electric · Yanco Delta

EDUCATION

B.E. Mechanical Engineering · Mohammed Sathak Engineering College 2017 – 2021

Engineering background directly informs how I approach complex product architecture, technical feasibility, and structured problem-solving on enterprise products.

DESIGN PHILOSOPHY

I design for outcomes, not outputs. Every decision — from IA structure to a single interaction state — is traceable to a user need or a business goal. I think in systems before screens, prototype to surface real problems rather than to impress in reviews, and treat handoff as a continuation of the design process rather than the end of it. The measure of good design isn't how it looks in Figma. It's whether it works without explanation in the hands of the person it was built for.