

JAYDEEP SWARNKAR

Product / UX Designer

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 [jaydeepswarnkar](#)

SUMMARY

Product / UX Designer with 4 years of experience in the Salesforce ecosystem, designing user-centric B2B enterprise mobile and web products. I specialize in building complex operational platforms, including AI-enabled applications, where usability directly impacts business performance. My process spans on-site user research, interaction design, stakeholder management, and developer handoff, accelerated by AI tools throughout the process.

PROFESSIONAL EXPERIENCE

Sr. UX-UI Designer

CRM Landing Software Pvt. Ltd. | Jul 2022 – Present

Clients: Mahindra Tractors, Emami Agrotech, Montra Electric, Euler Motors, City Life EV

Role:

- Led end-to-end UX/UI design for mobile apps, web apps, and websites across enterprise clients
- Designed user flows, wireframes, prototypes, and high-fidelity interfaces aligned with business goals
- Collaborated with product owners, developers, and QA teams for accurate design implementation
- Provided design consulting and feedback to refine workflows, interaction design, and aesthetics

Key Projects

01 Mahindra Tractors — Sales & Service Operations Platform

Tools: Figma, Lucidchart, Adobe PS & AI, FigJam + AI Tools (Claude Design, Figma Make, ChatGPT)

Platform Context: Mobile App + Web built on Salesforce Sales and Service Cloud

- Redesigned the low-adoption IdeaNext app for 12+ dealer personas — Salesmen, FDW Coordinators, Installers, Service Advisors — across India's dealer network
- Conducted on-site dealership visits and user interviews across India; built empathy maps, personas, and journey maps; applied MoSCoW and Impact-Effort Matrix for pain point prioritization
- Defined a full design system and delivered screens across mobile light theme, dark theme, and web
- Streamlined the end-to-end delivery pipeline — from requirement gathering to solution documentation and wireframe development — using AI tools including Figma Make, Plot, and ChatGPT
- Created the FDOne logo variation, now the official product identity for Mahindra's Farm Division Solution

02 Emami Agrotech — Field Sales App Experience Upgrade

Tools: Figma, Lucid Chart

Platform Context: Custom Mobile App (React JS), Salesforce One App (Standard)

- Designed a new mobile application for Emami's Sales Representatives to simplify daily field operations – order taking, journey tracking, and analytics.
- Collaborated with developers to guide them in the right direction for the correct user experience and interactions for the Salesforce One app
- Designed custom components and user flows for the Salesforce One app

03 Danone India — Healthcare Field Force App

Tools: Figma, AI Tools (Claude Design, Figma Make, ChatGPT)

Platform Context: Tablet – iPad (React JS)

- Designed a pharma field force CRM for Danone India's Medical Representatives, covering visit planning, chemist management, attendance & leave, and performance analytics
- Optimized layouts, touch targets, and information density specifically for tablet (iPad) use in time-constrained field environments
- Designed AI-enabled features within the app, defining how Medical Representatives interact with AI-driven insights embedded in their daily workflows
- Led end-to-end AI-assisted solutioning — using AI tools to accelerate requirement analysis, user flow definition, and design documentation in parallel with the development team
- Produced iterative Figma prototypes with detailed handoff documentation for developer implementation

Designer

VirtuBox Infotech Pvt. Ltd. | Jul 2021 – Apr 2022

Clients: Delhi Police (Cyber Branch), Hero Motors, Hyundai India, Vineyard, California, Elecrama, IGHF, IndiaExpo Mart, Eknath Shinde, NAMO Kiosk,

Role:

- Designed over 500 creative assets for various projects.
- Created materials for exhibitions, malls, and events.
- Developed content for websites, apps, and social media platforms.
- Ensured all designs aligned with brand identity and objectives.

CERTIFICATIONS

User Experience: The Beginner's Guide

Interaction Design Foundation (IxDF)

Design for the 21st Century with Don Norman *(Ongoing)*

Interaction Design Foundation (IxDF)

AI for Designers *(Ongoing)*

Interaction Design Foundation (IxDF)

EDUCATION

B.Tech. (Information Technology)

Govt. Engineering College, Ajmer | Year: 2019 – 2023 | CGPA: 8.3

ACHIEVEMENTS

Stand Out Performer

CRM Landing Software Pvt. Ltd. ~ 2026

Innovator

CRM Landing Software Pvt. Ltd. ~ 2022

Outstanding Performer

CRM Landing Software Pvt. Ltd. ~ 2023

Intern Of the Quarter

VirtuBox Infotech Pvt. Ltd. ~ 2021

TOOLS & SKILLS

Tools

Figma | Adobe Creative Cloud | FigJam | Lucidchart | Jira | MS Word | Canva | PowerPoint

Skills

User Research | Journey Mapping | Wireframing | Prototyping | Interaction Design | Design Systems | Usability Testing | Information Architecture | Stakeholder Management | HCD

Salesforce

Salesforce Lightning Design System (SLDS) | Sales Cloud | Service Cloud | Salesforce Ecosystem