



Akshay Bhandare

Senior UI/UX Digital Designer and Group Head

Work Experience

Interactive Avenues - Omnicom Group

Senior UI/UX Digital Designer and Group Head June 2016 - Present

Senior UI/UX designer specialising in creating meaningful, scalable digital experiences, transforming complex ideas into user-friendly solutions across 200+ brands.

Brands Managed:

Web Brands-

Adani Group | Adani Enterprise Ltd. | Adani Green Energy Ltd. | Mahindra Tractors | Amul | Streak | Sabse Pehle Life Insurance | Zodiac Clothing | Oberoi Hotels | NCOL Bharat Organics | Embassy | ACT Internet | Berger | Nerolac | Asian Paints | Bascopaints Duracoat | Lodha | The Pink Foundry | Macho Hint | Tea Emporio | Royal Enfield and many more.

Social Brands-

AXE | Rajasthan Royal | Doctor Dreams | Nilkamal | @Home | Hopscotch | IDFC First | Everest Spices | Amazon Video | Bluestar | Vim | Mahindra | Castrol | Asian Paints | Nerolac | Spotify | JSW Energy and many more.

End to End UI/UX design solutions for Streak and Adani Enterprise Limited
Collaborating with a team of 6+ designers.
Worked on UI/UX design across different types of products:

- E-commerce websites (improving user experience and conversions)
- Enterprise dashboards (making data easy to understand)
- Consumer apps/websites (simple and user-friendly design)

Used AI tools to improve design efficiency by 40%, while actively using AI in design, research, and development to explore better user solutions and faster workflows. Created high-quality designs and presentations in half the usual time, and contributed to business growth by focusing on simple, user-friendly, and impactful design experiences.

Social Connect Pvt. Ltd.

Visual / Social Media Designer 2014 - 2015

- Designed engaging social media creatives for brands like American Tourister, Ralson Tyres, Axis Bank, Jolly Rancher, National Stock Exchange of India, and Tupperware.
- Created visually appealing, brand-consistent posts and campaign creatives for digital platforms
- Translated marketing briefs into effective visual concepts aligned with business goals
- Collaborated with cross-functional teams to deliver high-quality creatives within deadlines
- Strengthened core skills in layout, typography, colour, and visual storytelling

End-to-End Website Design – Adani Group

Research
Conducted in-depth user and market research to understand business goals, audience behavior, and industry trends. Gathered insights through competitor benchmarking and stakeholder inputs to guide design direction.

Competitive Analysis
Analysed competitor websites to identify UX patterns, strengths, and gaps in the industry. Used findings to define opportunities for differentiation and improve overall user experience.

Wire framing
Created structured wireframes to map user journeys, information architecture, and key interactions. Ensured clarity in layout and functionality before moving into high-fidelity design.

Design (Ideology)
Developed a user-centric design approach focused on usability, scalability, and brand alignment. Crafted intuitive and visually engaging interfaces that enhance user experience and business impact.

Development Handoff
Collaborated closely with developers to ensure accurate implementation of design systems and components. Provided detailed design specs, assets, and support to maintain consistency and quality during development.

Professional Highlights

- 10+ years of experience in UI/UX design, creating user-friendly and visually engaging digital experiences across web and mobile platforms
- Delivered end-to-end design solutions for multiple brands, from research and wire framing to final UI and development handoff
- Strong expertise in improving user journeys and simplifying complex flows to enhance usability and engagement
- Experienced in using AI tools and modern design methods to speed up design processes and improve overall efficiency

Contact Me

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About Me

Senior UI/UX Digital Designer and Group Head Professional with 10+ years of experience in digital design, social media, and brand design. Evolved from social media design into a UI/UX specialist, focusing on user-centric and scalable design solutions. Currently at Interactive Avenues, leads creative teams and end-to-end website design for top brands driving projects from concept to execution and delivering impactful, measurable user experiences.

Core Competencies

Design & Strategy Tools

- Figma
- Adobe Creative Suite (Photoshop, Illustrator, XD, After Effects)
- Wire framing & Prototyping
- Design Systems (DXA & NPCI)
- Information Architecture

UX/Research Expertise

- User-Centered Design
- User Research & Testing
- Usability Analysis
- Journey Mapping
- Interaction Design
- Design Thinking

AI & Emerging Technologies

- Figma Make
- ChatGPT
- Claude
- AI-Assisted Research
- Rapid Prototyping
- Automated Design Insights

Strategy

- Design Strategy
- Stakeholder Management
- Cross-functional Collaboration
- Process Improvement
- Design Quality Standards

Education

C-DAC (Development of Advanced Computing)

Mumbai Educational Trust (MET)
Institute of Information Technology
Ranked 1st and received the MET Ratna Award.

Diploma In Applied Arts

Abhinav Kala Mahavidyalaya
Commercial, functional art, blending creative skills with design techniques for advertising, media, and publishing

HSC

Modern College Pune

