

Pooja Sangle

UX / UI Designer

Mannheim, Germany · +49 151 75315079 · psangle03@gmail.com

LinkedIn: [LinkedIn](#)

Portfolio: [Portfolio](#)

SUMMARY

UX/UI Designer with 6+ years shipping e-commerce, B2B, and AI products from research to live code. Currently driving personalisation, A/B testing, and design-system work at Tennis-Point, one of Europe's largest tennis retailers.

EXPERIENCE

UX Designer · Tennis-Point GmbH · Herzebrock-Clarholz

Oct 2023 – Present

- Lifted add-to-cart 8–12% by redesigning PLPs, PDPs, and homepage layouts with mobile-first, WCAG 2.2 accessible patterns.
- Shipped 20+ personalised sliders, overlays, and content blocks in Dynamic Yield, driving basket value through affinity-based A/B tests.
- Reduced decision friction across 50+ SKUs by designing a step-by-step tennis racket comparison flow.
- Drove ~15% campaign engagement uplift over static banners through targeted HTML/CSS/JS overlays for user segments.
- Established a unified design system (icon library, product tile components, design tokens), cutting design-to-dev handoff time ~30%.
- Integrated AI-assisted workflows (ChatGPT, Figma AI) into ideation and copy drafting to accelerate concept exploration.
- Owned competitor benchmarking and heuristic evaluations across 6+ European retailers; outputs informed quarterly design strategy.

UX/UI Designer (Working Student) · neurocat GmbH · Berlin

Sep 2021 – Mar 2022

- Shaped information architecture, user flows, and high-fidelity prototypes for aidkit, an automotive AI validation tool.
- Cut onboarding task-completion time ~40% in usability tests via end-to-end flow redesign.
- Aligned UX with B2B product roadmap through sprint planning and cross-functional strategy sessions.

UX/UI Designer Intern · neurocat GmbH · Berlin

Jun 2021 – Sep 2021

- Delivered responsive, high-fidelity designs for aidkit and the neurocat marketing site, covering full page structure, design system, and visual identity.
- Curated typography, iconography, and color systems aligned to corporate brand guidelines.

UX/UI Designer · SME MaXX · Mumbai

Dec 2017 – Jan 2020

- Led end-to-end design on 10+ client websites across fashion, sports, and healthcare, from research through CMS delivery.
- Cut a fashion e-commerce client's cart abandonment ~18% by redesigning the checkout flow on user research findings.
- Built and maintained responsive, accessible sites on Shopify, WordPress, and Wix within agile sprints.
- Ran moderated and unmoderated usability tests with 5–8 participants per project to drive iteration before launch.

UX/UI Designer Intern · SME MaXX · Mumbai

Aug 2017 – Dec 2017

- Performed heuristic and accessibility-focused design reviews on mobile apps; surfaced usability issues with actionable plans.
- Championed user-centred refinements across 3 live products in cross-functional strategy discussions on IA and navigation.

SKILLS

User Research & Usability Testing · Interaction Design · Visual Design · Information Architecture · Wireframing & Prototyping · Design Systems & Component Libraries · Accessibility (WCAG 2.2 / A11y) · Responsive & Mobile-First Design · E-commerce UX & CRO · A/B Testing & Personalisation Strategy · AI-Assisted Design Workflows · Cross-Functional Collaboration

TOOLS

Design & Prototyping: Figma · FigJam · Adobe XD · Sketch · Miro · ProtoPie · Framer

Research & Analytics: Maze · Hotjar · UserTesting · Google Analytics · Optimizely

AI & Personalisation: Dynamic Yield · ChatGPT · Claude · Figma AI · Midjourney

Dev, CMS & PM: HTML · CSS · JavaScript · Webflow · Shopify · WordPress · JIRA · Confluence

EDUCATION

M.Sc. Applied Computer Science

SRH University Heidelberg, Heidelberg, Germany

Apr 2020 – Mar 2022

B.E. Computer Engineering

University of Mumbai, Mumbai, India

Aug 2014 – Aug 2017

LANGUAGES

English — Full professional proficiency

German — A2 (Elementary), working toward B1

Hindi — Native

Marathi — Native