



Kedar Torase

केदार तोरसे

UX Leader | Product Designer

“ I believe great design solves business problems by understanding people. ”

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Socials

Dribbble
<https://dribbble.com/ktorase>

Behance
<https://www.behance.net/ktorase6b2a>

LinkedIn
<https://www.linkedin.com/in/kedar-torase-98b75b190/>

Proficiency In Design Tools



Figma



Adobe XD



Sketch



Miro



Locofy



Stark



Hotjar



Invision



Uizard

Communication

Business English & Business Writing

Strategic Communication

Designing with a Founder's Eye, Leading with a Strategist's Mind.

With **10+ years** of experience, I craft intuitive digital experiences that simplify complexity and enhance business performance. Expert in modernizing legacy systems, leading cross-functional teams, and aligning UX with strategy and tech.

Highlights of My Canvas



Like an artist with no sketch

I built startups from blank canvases : each idea, pixel, and pitch a brushstroke of belief.



Like a bridge built mid-air

I connected messy business problems with meaningful human-centered solutions.



Like a strategist in a sandbox

I directed design strategy at REAPMIND and DAMY, blending user empathy with emerging tech.

My Competency

New Portal Design (Web & Mobile)

Modernization and Revamp
Existing Portals (Web & Mobile)

UX Support

User Research

Information Architecture

Usability Testing

UX Audit

Wireframing & Prototyping

Mockups and Interaction Designs

Design System & Documentation

Front End Style Guide

Personal Achievements



iEsprit De corps Award

Intelliswift, Q2 2024

iEpitome Award

Intelliswift, Q2 2024

iDelight(India) Award

Intelliswift, Q1 2022

Team Award

Intelliswift, Q4 2021

Experience | 10+ Years

May 2021 - Present | Pune



UX Lead

Intelliswift Inc.

As a UX Lead, I've delivered UI solutions for clients like Fiserv, Kotak General Insurance, CIW (UK), and SDG&E across finance, energy, and banking sectors. I collaborate with product owners, redesign systems, create prototypes, and work with developers to ensure project success. I also support presales, co-develop internal products, streamline processes, and mentor teams.

Jun 2020 - Apr 2021 | Pune



Senior Consultant - UX/UI
Pixint Graphics Pvt Ltd

Collaborated with CITI's business units to redesign operational risk projects, aligning with brand guidelines. Delivered UI solutions, presented strategies, and created wireframes, visual assets, and high-fidelity mockups.

Jan 2020 - May 2020 | Pune



Sr. UI/UX Designer
Virtusa

Designed visual specs and translated UX requirements into visual concepts. Worked on portals like Openreach for the BT network in the UK. Conducted audits, heuristic reviews, user research, and mapped user journeys. Created wireframes, prototypes, and led collaborative design sessions.

Jan 2015 - Jan 2020 | Kolhapur



Founder, Product Designer
Obstin Infratech

Led end-to-end design and development of 2 products, aligning user experience with business goals. Acted as Product Owner, managing roadmaps, feature prioritization, and cross-functional teams (10+ members). Oversaw delivery, testing, and business analysis, ensuring timely execution.

Roles Held:

Product Designer & Director, DAMY TECH PVT LTD (Nov 2017 - Jan 2020), Product Designer & Director, REAPMIND INNOVATIONS PVT LTD (Sep 2018 - Sep 2019)

Education



MBA in Computer
Management

Aditya Institute Of
Management, Pune
2014



Bachelor of
Engineering in I.T

Annasaheb Dange College of
Engineering & Technology
2012



Diploma in Computer
Science & Technology

Dr.D.Y.Patil Polytechnic,
Kolhapur
2008



Case studies of recent projects

[Click a card to dive into the case study.](#)

InsureSwift Mobile App Redesign
The project's goal is to enhance the KGI mobile app interface.

Modernization of Web Portal
Modernization of Supplier diversity portal(SDGE)

KGI Web Portal Redesign
The project's goal is to enhance the KGI mobile app interface.

Dashboard Redesign
The goal is to simplify navigation and optimize data for better user experience.

Industry Experience

Energy industry

Finance

Banking

Real Estate

Gaming

Telecom

Healthcare

Travel

Education

Insurance

Career Metrics (Design + Product Leadership)

30+

Total UX Projects Delivered

4

Total Products Owned (End-to-end ownership)

10+

Enterprise Web Application Revamped

5+

Design Systems Contributed /Created

20+

UX Audits & Heuristic Reviews

15+

Mobile Apps Designed

Published Blogs and articles

DEV

in

<https://shorturl.at/5t0d>

<https://shorturl.at/EF3v4>

Certifications

Google UX Design Certificate
Certificate of Completion

Udemy
How To Design For Accessibility (WCAG 2.2)
Udemy

UI/UX Design for Augmented & Virtual Reality
Udemy

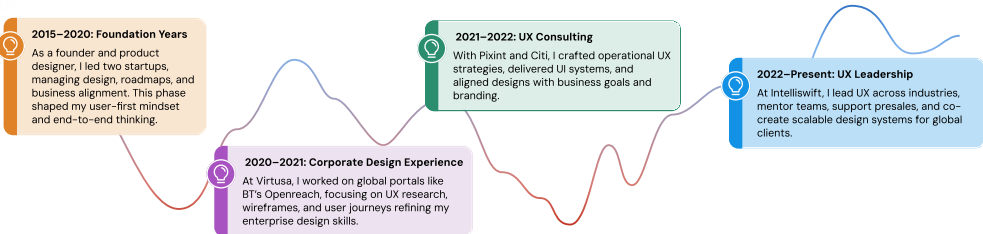
Interaction Design Foundation
Est. 2002
Design for the 21st Century with Don Norman | IxDF

Microsoft
MTA
Software Development Fundamentals
2017

Microsoft
MTA
Software Development Fundamentals
2017

Udemy
Emotional Design Thinking & Design Psychology Masterclass

My Journey in Human-Centered Thinking



My UX Toolkit for the Journey

Compass
User-centered direction and product vision

Magnifying Glass
Deep user research and attention to detail

Binoculars
Strategic foresight and future-focused design thinking

Notebook
Capturing insights, ideas, and user feedback

Oil Lamp
A light for all so no user is left in the dark.

Hourglass
Awareness of time and evolution in product maturity

Learnings That Defined My UX

Real design starts after the first version fails.

Bridging silos is the most underrated UX skill.

Every pixel must answer 'why.'

Systems don't kill creativity they amplify it.

Accessibility isn't optional it's respect.

The best UX mindset? Iteration, not ego.