

# Tara Gamal

## User Experience / Product Designer

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### PROFESSIONAL SUMMARY

Senior UX Designer with 7+ years of experience delivering user-centred solutions across enterprise, SaaS, logistics, B2B and B2C products. Experienced in leading designers, establishing scalable design systems, driving end-to-end UX processes, and collaborating with cross-functional teams from discovery through implementation. Skilled in AI-assisted design workflows, conversational experiences, design governance, stakeholder management, and translating complex business requirements into intuitive user experiences.

### WORK EXPERIENCE

#### Senior UX Designer — Orangebits Digital Solutions

Mar 2025 – Jun 2026

*IT solutions and product engineering company — custom software, SaaS, and web & mobile development.*

- Architecting UX for a next-generation enterprise network management platform, translating complex networking workflows and ambiguous stakeholder requirements into scalable product experiences across 33 features and 5 core modules.
- Established a centralised Framework Design Component & Pattern Guideline adopted across multiple product pods, improving design consistency, reducing rework, accelerating onboarding, and enabling scalable governance of evolving UX patterns.
- Designed 50+ screens for a Henkel IoT device control app; presented UX strategy and market opportunity to the client, convincing them to formally retain the engagement.
- Built an AI-assisted frontend simulation prototype (Claude, Windsurf) for a live customer event demo, enabling real-world validation of product concepts ahead of engineering development.
- Collaborated with UX Lead, PLMs, content writers, and design system teams across agile pods, covering requirement analysis, design reviews, and developer handoffs.

#### UX Designer — Blue Whale Advisory (Bluestacks)

Oct 2022 – Dec 2024

*BlueStacks and now.gg — Android emulator and cloud gaming platform with 100M+ users worldwide.*

- Designed the AI-powered chatbot experience for now.gg, contributing to a 7% uplift in conversion rate within 2 weeks of launch.
- Led UX and UI design for now.gg's evolution from a game awareness site to a cloud gaming SaaS platform — enabling cross-device gameplay with cloud-saved progress.
- Designed B2B web experiences for now.us and studio.now.gg, targeting game developers and enterprise partners across distinct audience needs.
- Delivered landing pages, email campaigns, and lead capture experiences aligned with B2B and B2C business growth targets.

#### UI/UX Lead Designer — Fidoo (Twiclo Technologies)

Feb 2021 – Oct 2022

*Food delivery super app — consumer, merchant, and delivery ecosystem.*

- Founding designer — built a full food delivery super app ecosystem (consumer, merchant, and delivery apps) from scratch, defining information architecture, design language, and UI system.
- Launched MVP in 3 months; platform achieved 50+ monthly orders in food delivery and pickup/drop.
- Led a design team of 3 UX designers and 1 graphic designer — sprint reviews, requirements mentoring, and brand consistency across all touchpoints.
- Drove a full UX revamp through user research and usability testing, replacing a developer-built, inconsistent UI with a user-centred experience.
- Built the brand website frontend independently using HTML/CSS when development bandwidth was unavailable.

#### UI Designer — Maison D'Auraine

Nov 2019 – Feb 2021

*Luxury hair care brand — e-commerce, corporate sites, and service booking app.*

- Redesigned GK Hair and Tibolli e-commerce and corporate websites, aligning digital experience with brand identity.
- Designed a hair care service booking mobile app — service discovery, appointment scheduling, and user onboarding flows.
- Delivered end-to-end design: sitemaps, wireframes, high-fidelity UI, and interactive prototypes across web and mobile projects.
- Developed working knowledge of HTML & CSS to improve design-to-development collaboration and handoff quality.

#### Creative Designer — Unipro Education

Feb 2019 – Nov 2019

*Digital marketing agency for educational institutions — SEO, PPC, social media, and lead generation campaigns.*

- Designed social media creatives, Google ad banners, emailers, and landing pages for lead generation campaigns across multiple client brands.

### EDUCATION

#### Bachelor of Science — HNB Garhwal University

2009 – 2013

### SKILLS

**UX & Product Design:** User Research, Competitor Analysis, User Stories, Information Architecture, User Flows, Wireframing, Visual & Interaction Design, Design Systems, Accessibility (WCAG), Rapid Prototyping, Heuristic Analysis, Usability Testing

**Strategy & Collaboration:** Strategic Product Thinking, Stakeholder Management, Design Critique, Cross-functional Collaboration, Agile / Scrum, Systems Thinking, Design Sprints

**Tools:** Figma, Adobe Suite, ProtoPie, Miro, Framer, Hotjar, Blender, Jira, Asana

**AI & Dev:** Claude, ChatGPT, Gemini, Windsurf, HTML, CSS, jQuery