

Rhythm Agarwal

SENIOR UI/UX DESIGNER

Senior UI/UX Designer with **6.5 years** of experience in interaction design, design systems, and enterprise UX. Focused on seamless experiences, efficient workflows, and consistent design at scale.

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WORK EXPERIENCE

Publicis Sapient

MAY 2025 - PRESENT

Senior UI/UX Designer

- **Led the design system foundation** for an **MVP B2B product** for Do It Best, building the design system foundation from scratch with accessibility-first principles, ensuring WCAG-compliant color contrast, typography, and interaction patterns for the product's first release and future scalability.
- Drove end-to-end design involvement — from **UX strategy and wireframing to high-fidelity UI** — collaborating with developers, UX researchers, and product managers to design 10+ critical user flows for the MVP launch.
- Conducted **user testing** with 20+ participants, including accessibility reviews, improving **task success rates by ~25%**, and delivered 40+ **reusable, accessible components, reducing handoff time by ~30%**.

Qualys

AUG 2022 - MAY 2025

Senior UI/UX Designer

- **Led the UI 4.0 redesign** for the Qualys Platform, impacting **10,000+ customers across 130+ countries**. Built the **Qualys Design System** from the ground up to ensure consistency and scalability, streamlining UX processes and **boosting user satisfaction by 42%**.
- Revamped workflows for Qualys CSAM & ETM, improving **task completion rates by 35%** and **reducing onboarding time** for new users. These enhancements **streamlined user interactions, improved efficiency**, and contributed to **higher adoption rates** and **positive client feedback**.
- Drove innovation in visual design and strategy projects, **enhancing the user experience** across Qualys products. This significantly **raised product appeal and engagement levels**, contributing to overall business growth and success.
- **Mentored 5+** junior designers, maintaining high standards and fostering growth within the team. This led to supportive work environment, leading to greater **team cohesion and productivity**.

Aapna Infotech

SEP 2019 - AUG 2022

UI/UX Designer

- Led 10+ UI/UX projects, crafting **wireframes, high-fidelity mockups, and prototypes** for various applications.
- Fostered **close collaboration with developers** to ensure seamless project deliveries of over 15 projects.
- Oversaw multiple **client engagements** for UI/UX projects.

Flaberry

FEB 2019 - SEP 2019

Web & Graphic Designer

- Completely re-designed the website as per the new branding which **reduced bounce rates by 25%**.
- Designed website banners and other marketing material like social media posts and printable collaterals.

TECHNICAL SKILLS & TOOLS

SKILLS

Design Systems, Interaction Design, User Research, Storyboarding, Interactive Prototyping, A/B Testing, Design Rationalization, Product Strategy

TOOLS

Figma, Framer, Webflow, Blender, Spline, Sketch, Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Principle

EDUCATION

Bachelor of Commerce (B.Com Hons)

2015 - 2019 / Delhi University