MAURICE PEREIRA

UI/UX Designer | Product Designer

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PROFESSIONAL SUMMARY

UI/UX and Product Designer with professional experience designing mobile and web interfaces across agency, e-commerce and client projects in the UAE and India. Currently completing a Master of Design (User Experience) at Monash University, built on a Bachelor of Technology in Computer Science and Engineering. Skilled across the user-centred design process, from user research and user flows to wireframing, interactive prototyping and high-fidelity UI design in Figma, with a focus on onboarding, activation and conversion-focused experiences. Experienced collaborating with product managers and engineers in agile sprints, and building reusable components and design system assets that streamline developer handoff.

CORE SKILLS

UX Design: User-centred design, design thinking, user research, usability testing, personas, journey mapping, information architecture, user flows, task flows

UI Design: Wireframing, low- and high-fidelity prototyping, interaction design, visual design, responsive web design, mobile app design (iOS/Android), design systems, component libraries, accessibility (WCAG)

Product & Collaboration: Product design, onboarding and activation flows, conversion optimisation, data-informed design, iterative experimentation, agile/scrum, cross-functional collaboration, stakeholder communication, developer handoff, design documentation

Tools: Figma, Framer, Adobe Creative Suite, Miro, Notion

PROFESSIONAL EXPERIENCE

Junior Digital Designer **Apr 2024 – Sep 2024 (Contract)**
Marka Communications | Abu Dhabi, UAE

- Led UI design for mobile app features, translating user pain points into user flows, wireframes and high-fidelity screens delivered across multiple agile sprints.
- Prototyped interactive onboarding flows and interface concepts in Figma, iterating on feedback from product and engineering teams to improve the first-time user experience.
- Partnered with developers on design handoff using Figma component libraries and documented design specifications, keeping implementation consistent with the designs.
- Designed acquisition and retargeting creatives supporting growth funnels, maintaining visual consistency across digital touchpoints.

Junior Graphic Designer **Oct 2023 – Apr 2024 (Contract)**
Encasa Homes | Mumbai, India

- Designed conversion-focused e-commerce product pages and visual assets to improve product discoverability, engagement and click-through.
- Built reusable UI components and a shared asset library that reduced design revision cycles and streamlined developer handoff.
- Produced brand-consistent content across web and social platforms to support marketing and growth campaigns.

UI Design Intern **Jun 2022 – Sep 2022**
ENATS LLP | Mumbai, India

- Conducted user research and turned findings into user flows and low-fidelity prototypes for multiple client projects across web and mobile platforms.
- Supported senior designers with wireframes and interaction design, applying design system principles and accessibility standards.

ADDITIONAL EXPERIENCE

Team Member – Proactive Services **Aug 2025 – Present**
Woolworths | Clayton, Stud Park & Scoresby VIC

- Deliver customer service across three high-volume supermarkets, resolving enquiries and gaining first-hand insight into everyday customer needs and pain points.
- Work within teams of 10+ on daily store operations to company and WHS standards, demonstrating reliability and time management.

Team Member **Feb 2025 – Present**
Spudbar | Melbourne VIC

- Manage high-volume orders and POS transactions during peak service, maintaining accuracy and a positive customer experience under pressure.

LEADERSHIP & VOLUNTEERING

Student Adviser **2025 – Present**
Monash Student Communities | Monash University, Melbourne VIC

- Guide new students through orientation and campus resources, acting as a point of contact for enquiries and applying empathetic, user-focused communication.
- Coordinate student-run events for 50+ attendees, managing logistics and the end-to-end attendee experience.

EDUCATION

Master of Design – User Experience Design **Mar 2025 – Present**
Monash University | Melbourne VIC

Bachelor of Technology – Computer Science and Engineering **Aug 2019 – May 2023**
St. Francis Institute of Technology | Mumbai, India

CERTIFICATIONS

- Foundations of User Experience (UX) Design – Google (Coursera)