



# Gregore Joy

Lead Product Designer  
UI/UX Specialist

Portfolio

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## Skills

User Experience Design

Ux Researcher

Wire Framing & Prototype

Design System

Usability Testing

Design Principle

Design Thinking

## Expertise

Figma

Sketch

Figjam

Adobe Creative Suite

Miro

## Education

MG University

BA In Animation & Design

(2008 - 2011)

## Experience

### Maren Solutions Pvt Ltd (Sanar.com)

2018 - Still Working | Lead Product Designer

- **Built from Scratch & Scaled** – Led the end-to-end design and development of four applications, starting from zero to 800+ daily bookings, ensuring a seamless healthcare experience for users and professionals.
- **Multi-Platform Experience** – Designed and managed the Sanar User App (for booking online & in-home medical appointments), Doctor App (for professionals like doctors, nurses, and physiotherapists to manage schedules), Admin Web App (to oversee operations), and a Hospital Management System (HMS) for hospitals.
- **Stakeholder Collaboration & Product Strategy** – Worked closely with stakeholders to gather requirements, define product roadmaps, and release features while continuously monitoring performance and user engagement.
- **User-Centric & Data-Driven Design** – Ensured intuitive UX/UI for all applications, improving adoption and efficiency. Regularly analyzed user behavior and feedback to refine experiences, optimize workflows, and enhance overall usability.

### Flyin.com

2015 - 2018 | UI/UX Designer

I was responsible for designing and enhancing the user experience across web and mobile platforms. I played a key role in creating intuitive booking flows, seamless navigation, and visually engaging interfaces to improve user engagement and conversions and I ensured that the platform met both business goals and user needs, optimising the design for performance and accessibility.

### RR Donnelly

2011 - 2015 | Senior Designer

I was responsible for creating and optimizing website layouts and images for various eCommerce platforms. I worked on enhancing product visuals, ensuring consistency, and optimizing designs for seamless online experiences. Collaborating with cross-functional teams, I ensured that all designs met brand guidelines and industry standards.

## Skills

**Problem Solving** – It involves analysing user pain points, identifying challenges, and designing intuitive solutions that enhance usability and engagement.

**User Research and Information Architecture** – Understanding user behaviours, needs, and pain points through qualitative and quantitative methods to create user-centred designs.

**Interaction Design** – Focuses on creating intuitive and engaging user experiences by defining how users interact with digital products. It ensures seamless navigation, responsiveness, and feedback through well-designed interfaces.

**Leadership, Communication & Collaboration** – Strong leadership in guiding design teams, fostering innovation, and ensuring project success. Excellent communication and collaboration skills to align stakeholders, drive user-centric solutions, and deliver impactful designs.