

BIPIN DUSSA

UI/UX & Product Designer | Designs & Ships with AI

Hyderabad, India • +91 99513 13352 • bipin.dussa@gmail.com

bipindussa.com • linkedin.com/in/bipin-dussa

Open to UI/UX & Product Design roles • Hyderabad / Mumbai / Pune / Remote

SUMMARY

UI/UX & Product Designer with 5+ years designing and shipping web and mobile products end-to-end — from user research and wireframes to polished UI and a live, working product. I work AI-first: directing AI tools and platforms like Wix, WordPress, and Shopify to design, build, and launch fast, and applying AI across content, SEO and GEO. Proven record of interfaces that lift engagement, conversion, and sales for remote, international teams.

CORE SKILLS

UX & Research: UX Research, User Interviews, Product Discovery, Design Thinking, Customer Journey Mapping, User Flows, Wireframing, Prototyping, Usability Testing, Information Architecture

Product: Product Strategy, Product Analytics, Design Systems; end-to-end product design across web, mobile & dashboards

UI & Visual: Figma, FigJam, Miro, Adobe XD, Photoshop, Illustrator, After Effects, Final Cut Pro, Canva; responsive UI, motion / animation

AI Tools & Workflow: ChatGPT, Claude, Cursor, Lovable; Midjourney, Adobe Firefly, Runway, Veo 3, Nano Banana; AI for content, SEO & GEO

Build & Ship: AI-assisted, no-code web development — Wix, WordPress, Shopify; responsive landing pages & emailers; reads & directs HTML / CSS / JS

Growth & Analytics: SEO, Generative Engine Optimization (GEO), Google Analytics, A/B testing, Meta & Google ad creatives

Domains & Tools: SaaS, B2B, B2C, E-commerce, Dashboards, Mobile Apps • Notion, Jira • cross-functional collaboration

EXPERIENCE

UI/UX & Product Designer — HomeStop Inc.

Jan 2024 – Present

Remote (US)

- Designed and shipped a 'Garage Calculator' web app (built with Lovable, an AI app builder) that gives customers instant cost estimates and takes bookings and online payments end-to-end — a live, self-serve flow from quote to paid booking that generates qualified leads.
- Designed and shipped 5+ dynamic, responsive websites on Wix, owning both UI design and AI-assisted build for high performance and consistent branding.
- Grew organic visibility and traffic through on-page SEO, content optimization, and Generative Engine Optimization (GEO).
- Produced marketing collateral — brochures, catalogs, lookbooks, and exhibition banners — aligned to brand guidelines.
- Partnered with the social media team to concept and create campaign visuals.

Creative & UI/UX Designer — Winds E Pvt Ltd

Dec 2022 – Jan 2024

Bengaluru, India • On-site

- Designed and built responsive websites and app interfaces grounded in UX best practices, improving user engagement and conversion.
- Produced festive and seasonal animations and campaign graphics that contributed to a 25% increase in seasonal sales.
- Created 50+ social and promotional creatives for Instagram and Facebook.
- Designed and shipped responsive HTML emailers using AI-assisted development.

- Conducted UX research and prototyping; resolved design and technical issues to keep projects on schedule.

UI/UX & Product Designer — MeetMeFit (Freelance)

Oct 2020 – Oct 2022

Remote

- Led end-to-end product redesigns from concept to launch, shipping intuitive interfaces that improved the overall user experience.
- Conducted usability testing and prototyping to validate and refine designs.
- Collaborated with developers to ensure successful, on-spec product launches.

Jr. UI/UX Designer — Gaames Merchandise Pvt Ltd

Feb 2021 – Jul 2021

Bengaluru, India

- Designed UI for web and mobile apps; created wireframes, user flows, prototypes, and high-fidelity mockups.
- Established UX standards and visual design systems; ran usability tests and optimized existing interfaces.

UI/UX & Product Designer — Algorisys Technologies (Internship)

Dec 2019 – Mar 2020

Mumbai, India

- Designed and built web and mobile interfaces end-to-end, contributing production-ready UI across multiple projects.

FREELANCE & CLIENT PROJECTS

20+ client projects won through referrals — design, build & growth that drove sales and leads for brands across USA · UK · Poland · India (agency & direct)

- **Web Design & Development (Wix · WordPress · Shopify):** Designed and launched 12+ responsive, brand-aligned websites across 4 countries (USA · UK · Poland · India) on Wix, WordPress and Shopify — Aura Blessing 517, Panditgkehen, Book Shop Now, Innova Biotechnology, RV Couture 24, Global Guides DMC, Saar Consultants, Real Doodle, Console Chronicle, Basecamp Digital, Golden Stone Crusher and BNP Parking Solutions.
- **UI/UX Design — Web, Mobile & Dashboards:** End-to-end product design for MIPPL and GP Agarwal (web), Prime Pay (mobile app), Online Doctor Consulting (healthcare app + dashboard), and Mentorlink and Painzio (dashboards).
- **Branding, Collateral & Campaigns:** Logos, stationery, product catalogues and marketing collateral (Golden Stone Crusher, BNP Parking Solutions, Global Guides DMC); ad and social creatives (Powersutra, AppLove, Bharat Unscripted, Digital Skill Factory).
- **Brand Video & Motion (via agency):** Web and social commercials for brands including OnePlus, Skoda Slavia and Showflix World.

EDUCATION

B.E. in Computer Engineering — Bharat College of Engineering, Mumbai

2016 – 2020

CERTIFICATIONS

UI/UX Design Career Track — Springboard

2020

LANGUAGES

English · Hindi · Telugu · Marathi