

Sandeep Baral

Senior UX Designer

Designing decision-driven product experiences that turn user intent into measurable growth

Portfolio: sandeepbaral.vercel.app

+91 9108648570

sandeepbaral2010@gmail.com

linkedin.com/in/baralsandeep/

Experience

Senior UX Designer, MakeMyTrip

Jan 2026 - Present · Bangalore, India

- Reimagined and led the design of a voice powered travel booking experience for MMT AI. Currently in development.
- Led end-to-end design of a collaborative decision system for enterprise travel, solving repeated search inefficiencies across ~75% of centrally managed bookings
- Redesigned post-booking experience to guide users from flight confirmation to hotel booking. Increased hotel page visits by +85% from confirmation touchpoint. Improved hotel booking conversion by +53.8% for exposed users

UX Designer II, MakeMyTrip

Jan 2024 - Dec 2025 · Bangalore, India

- Led the design and rollout of GSTN validation during signup to curb fraud, aiming to bring fake signups down to <1%, enhancing lead quality and platform trust
- Redesigned onboarding and engagement system to educate users on platform value. Increased booking conversions by 3x. Doubled profile completion rates (2x increase)
- Collaborated with product and engineering to ship features at scale in a high-velocity agile setup. Also, mentored two interns hrough end-to-end project cycles, including problem framing, UX execution, and stakeholder reviews

UX Designer I, MakeMyTrip

Jun 2022 - Dec 2023 · Bangalore, India

- Designed and launched org-level homepage personalization, now used by 12,900+ enterprise customers
- Introduced integration touchpoints that tripled website traffic and increased enterprise bookings by 38.5%.
- Built a scalable, reusable component library tailored for B2B design, contributing to a 4.2% improvement in core product metrics.

UI/UX Designer, Mesha

Jan 2021 - Jun 2022 · Remote, India

- Designed web3-based DAO creation flows for crypto-native users.
- Built a reusable component library and established brand language for digital touchpoints. Partnered with cross- functional teams to iterate and launch MVPs.

Intern, Slice

Sep 2017 - May 2018 · Bangalore, India

- Supported the design and operations team in generating user growth through campaigns and onboarding experiments. I was also the college ambassador to promote brand awareness and drive user acquisition

Awards and Recognition

Super Tripper of the Month

MakeMyTrip / Feb 2025

Super Tripper of the Month

MakeMyTrip / Nov 2023

Go-Tripper of the Quarter

MakeMyTrip / Q3 Oct-Dec 2022

Runners Up - Open Innovation Hackathon

UC Berkeley / Aug 2017

Education

Bachelor of Technology

Electronics and Communication Engineering

Dayananda Sagar University · 2015 - 2019

Tools

Figma, Adobe After Effects, Adobe Illustrator, Cursor AI, Adobe Analytics, HTML, CSS, Javascript, Web GL

Skills

User Flows, User Research, Product Thinking & Strategy, UX Design, Wireframes, Rich Prototypes,

Interaction Design, Prototyping, Usability Testing, Systems Thinking, Collaboration

Vibecoding, Problem Solving, User Interface (UI) Design, Stakeholder Management