

Prushti Dave

An analytical, code-savvy product designer who embraces users and business metrics to create human-centered products.

EXPERIENCE

Distinctly Marketing — UX/UI | Web Designer | Contract

June 2020 – PRESENT

- Design and execute the strategy as a team UX designer in a lean UX environment for Distinct.ly's SaaS B2B white label web app, including branding, information architecture, visual design, and interaction design, for 300+ e-commerce clients.
- Analyze business needs to inform the redesign of multiple e-commerce websites with WIX, Squarespace, Shopify, WordPress, and other platforms and increase sales by 70%.
- Design compelling, accurate, and engaging data visualizations for e-commerce businesses.

Win-Kel — Product Design Intern

March 2020 – May 2020

- Collaborate cross-functionally across the design team and 4 developers to rapidly develop an Asian market food delivery mobile app, from conception to launch, within three months.
- Received a 100% task completion rate among 500 users during product usability testing.

ScotCro Inc. — Product Designer | Contract

February 2020 – March 2020

- Designed an iOS to-do list mobile application based on user-centric requirements, including sharing tasks and syncing.
- Developed and implemented a design system to ensure a consistent atomic design practice within the design team.

Anantha Infosys — Web Designer | Contract

June 2019 – Jan 2020

- Ideated and developed responsive web applications with Wix, WordPress and Web Forum with PHPBB to enhance performance and quality by 50% for clients ranging from local small businesses to international businesses.
- Communicated design ideas with high priority user flows and mobile sitemap.
- Created and maintained design assets for various clients' web applications.

OTHER WORK

QA Automation Engineer

May 2015 – Jan 2017

Manual Tester Engineer

Jan 2014 – April 2015

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EDUCATION

Gujarat Technological University

MS in Computer Science
2011–2014

Gujarat Technological University

BS in Computer Science
2008–2011

CERTIFICATION

Thinkful/Bloc

UX Immersive Design Track
2020

University of California, Irvine

Predictive Analytics
2017

SKILLS

DESIGN

UX Design
Visual Design
Graphic Design
Information Architecture
Personas
Journey Mapping
Storyboarding
Rapid Prototyping
Wireframes

TOOLS

Figma, Invision, Zeplin, Adobe CC, Marvel, Draw.io

PRODUCT

Product Management
Product Analytics
Product Strategy

DEVELOPMENT

HTML/CSS/JS
Java
Git & Github