

# HETVI DESAI

PRODUCT & UI/UX DESIGNER

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## SUMMARY

UI/UX and Product Designer with 4+ years of experience delivering intuitive, responsive digital experiences for web and mobile platforms. Skilled in all stages of the design process, including user research, ideation, wireframing, prototyping, and usability testing. Proficient in Figma with working knowledge of front-end technologies. Adept at collaborating with cross-functional teams and maintaining cohesive design systems to create seamless user experiences.

## SKILLS

**Research & Analysis:** User Interviews, Usability Testing, Empathy Mapping, Personas, User Journeys, User Stories, Surveys, Competitive Analysis, Heuristic Evaluation, Card Sorting, A/B Testing

**Design:** Wireframing, Interactive Prototyping (Low & High Fidelity), Responsive UI, Information Architecture, User Flow, Mobile & Web Interface Design, Visual Design, WCAG, Site Mapping, Design Systems, Typography, Color Theory, Rapid Prototyping, Design thinking & Problem Solving, Interaction Design, Concept Sketch

**Technical:** HTML, CSS, JavaScript, API Integration, Python

**Tools:** Figma, Adobe XD, Adobe Photoshop, Miro, Notion, Jira, MS Office, VS Code, Framer, WordPress, Whimsical, Maze, Optimal Workshop, UserZoom, UserTesting, Google Analytics

## EXPERIENCE

### UI/UX Designer | Mouser Electronics

JAN 2024 - PRESENT

- Design wireframes, user flows, and interactive prototypes in Figma, improving internal workflows for 500+ employees.
- Run internal usability testing and feedback sessions with employees, identifying pain points that reduce task completion time by 30% and minimize data entry errors.
- Coordinate with developers and project managers to ensure design consistency, accessibility, and adherence to UX best practices across internal applications.
- Build and maintain UI components and design patterns for shared design systems, enabling scalable updates and consistent visual language for employee-facing systems.
- Improve information layout and presentation of complex operational data, helping internal

teams make faster and more accurate decisions.

- Focus on designing for internal efficiency and usability, ensuring that interfaces streamline employee workflows rather than serving external customers.
- Utilize AI-assisted design tools to accelerate prototyping, reducing iteration time by 20-25% across multiple internal applications.

### **UI/UX Designer | Target Corporation**

JAN 2023 - AUG 2023

- Performed user research and usability testing, identifying critical pain points and driving iterative design improvements to enhance user satisfaction.
- Enhanced visual hierarchy and readability by applying principles of color theory, typography, and layout, ensuring alignment with Target's brand guidelines.
- Produced detailed design documentation to facilitate accurate implementation and effective team collaboration.
- Crafted high-fidelity prototypes in Figma, following Target's Design System (DSM) to maintain consistent branding across platforms.
- Executed A/B testing and variant testing on redesigned features.
- Collaborated with cross-functional teams to align design solutions with business objectives and user needs.

### **UI/UX Designer | Larsen and Toubro (L&T)**

MAY 2020 - DEC 2021

- Designed dashboards and enterprise tools for infrastructure and smart service platforms, improving workflow efficiency for 200+ internal users by 40%.
- Conducted user research and heuristic evaluations, identifying and resolving 30+ usability issues in legacy systems.
- Developed wireframes, prototypes, and reusable UI components, defining layout structures and interaction patterns that reduced design time for new modules by 20%.
- Collaborated with engineers and product managers to implement designs with 95% alignment to user requirements.
- Standardized UI patterns and design guidelines, ensuring consistent visual language across 3 major enterprise platforms.

## **EDUCATION**

**MS Computer Science | The University of Texas at Arlington | Dec 2023**

**BE Computer Engineer | Gujarat Technological University | Aug 2020**

## **CERTIFICATIONS**

**UI/UX Design Masterclass | Udemy**

**Digital Product Design: UX Research and UI Design | Udemy**