

Jay Chovatiya

UI/UX Designer | Product Designer

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ABOUT ME

Mid-level UI/UX & Service Designer with 3+ years of experience in B2B and B2C products across SaaS and E-commerce. Skilled in user research, wireframing, prototyping, interaction design, and design systems. Proficient in Figma, Adobe XD, and responsive design, with working knowledge of HTML and CSS for effective collaboration with developers.

EXPERIENCE

UI/UX Designer, @Global Garner Sales Service Limited

Jan 2023 - Present, Ahmedabad

- **Franchise360:** Led end-to-end design for Franchise360, enabling business owners to build franchise networks, onboard sellers, manage commissions, and operate 5,000+ products.
- **Global Garner Universal App:** Uer journeys and high-fidelity UI for Global Garner Universal App, a multi-service platform for shopping, gift cards, travel, and digital payments, improving user engagement by 30%.
- **UPOS:** Created web + mobile UI for UPOS, a POS system supporting buying, selling, and inventory management for digital franchises.
- **GG Vendor App:** Designed a local e-commerce platform with cashback, secure payments, marketing tools, and easy store management for vendors.
- **CashAqua (Web):** Designed a website for a drinking water brand with a unique "Pani Pe Petrol Ka Cashback" concept, ensuring an engaging user experience.

DESIGN SKILLS

User Research, Usability Testing, Wireframing, Prototyping, Visual Design, Design System, Micro Animation, Interaction Design, HTML, CSS

TOOLS STACK

Adobe XD, Figma, Procreate, illustrator, Photoshop

EDUCATION

Master of Computer Application (MCA)

Shri Chimanbhai Patel Institute

2021 - 2024, Ahmedabad

CGPA: 8.2/10

Bachelor of Computer Application (BCA)

Shri Chimanbhai Patel Institute

2018 - 2021, Ahmedabad

CGPA: 7.3/10