



DARSHEE PATEL

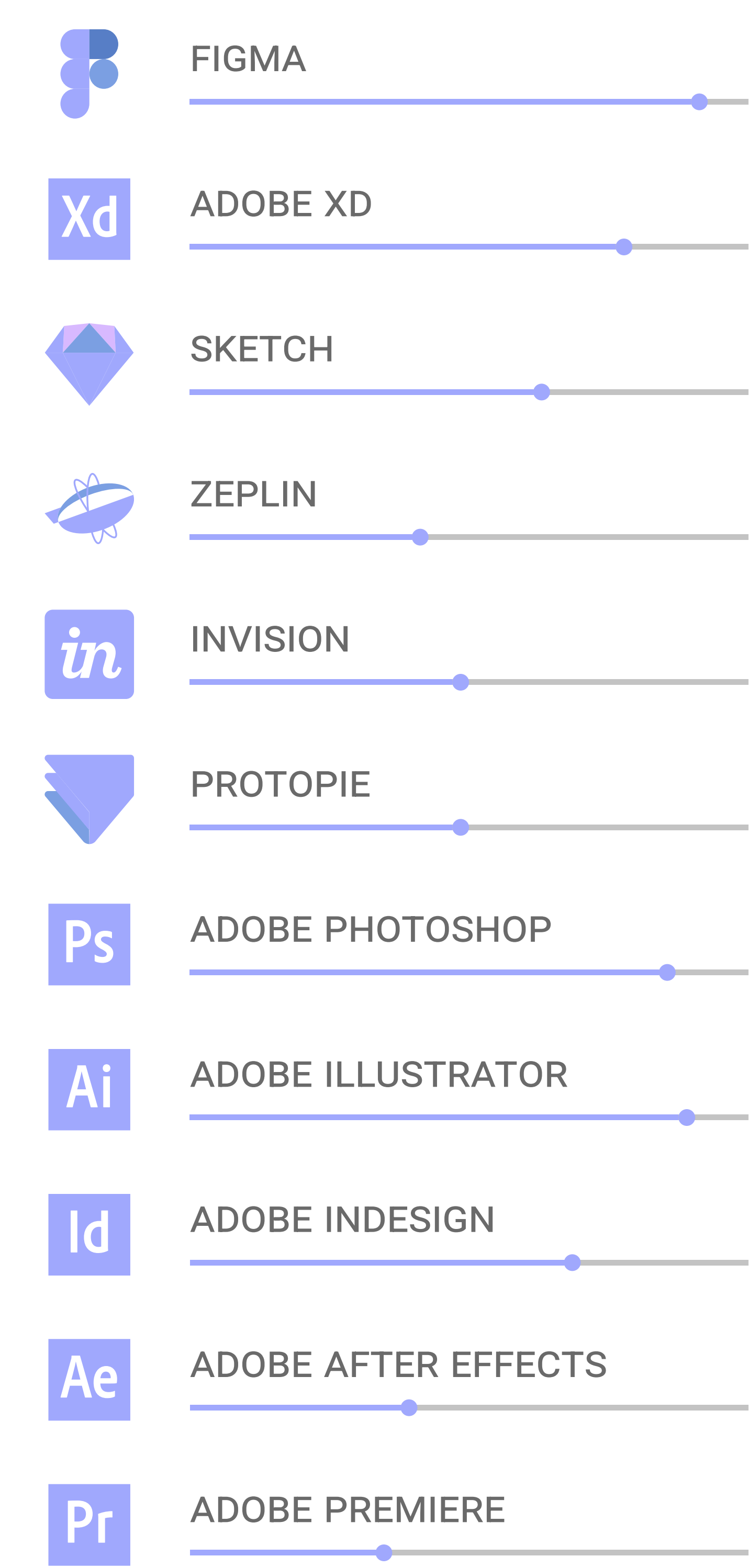
UX/UI DESIGNER

Professional Summary

"Innovative and user-focused UX Designer with 8 years of experience in creating intuitive and engaging user experiences. Proficient in user research, wireframing, prototyping, and usability testing. Passionate about leveraging design thinking to solve complex problems and enhance user satisfaction.

Results-driven and enthusiastic UX Design and Visual Design leader with a passion for crafting innovative and user-centered experiences. With a unique blend of creative vision and strategic thinking, I excel in driving cross-functional teams to deliver high-impact design solutions that meet business objectives and exceed user expectations.

TOOLS



EDUCATION

- 10th board –March / 2009**
Gujarat secondary &higher secondary education board
- 12th board –March / 2011**
Gujarat secondary &higher secondary education board
- 2012 TO 2014**
B.com (Bachelor of Commerce)
First Class
Gujarat University
- 2011 TO 2015**
Diploma in Fine Art [Applied Art]
Print & Digital Media Design
Gujarat secondary &higher secondary education board
- 2024**
Foundation of google ux/ui design

- Pursuing**
- google ui ux design professional certificate
 - ux specialization from interaction design foundation
 - automation business analyst certification

SKILLS

- UI/UX Design
- User Research
- Wireframing and Prototyping
- Usability Testing
- Interaction Design
- Information Architecture
- Visual Design
- Mobile Application and Responsive Design
- Design Tools (e.g., Sketch, Figma, Adobe XD, Illustrator, Photosho)
- Design Systems and Style Guides
- Project Management
- Team Leadership
- Communication and Collaboration
- Typography
- Media and advertising design
- Power BI – Data Visualization
- Business Analysis (beginner)

EXPERIENCE

2022 - Continue

Senior UX/UI Specialist | Qx Global Group

- Work Parameters and Tools & Techniques:**
Figma, Invision, Axure, Adobe creative suite (Photoshop, Illustrator, XD)
- Lead and manage a team of designers to create compelling UI/UX designs for web and mobile applications.
 - Collaborate with cross-functional teams, including product managers, developers, and stakeholders, to define project goals and requirements.
 - Conduct user research, including surveys, interviews, and usability testing, to gather insights and user feedback.
 - Create user personas, customer journeys, and wireframes to establish the foundation for design concepts.
 - Develop interactive prototypes to validate design concepts and user flows.
 - Design visually engaging interfaces that prioritize usability, accessibility, and responsiveness.
 - Oversee the implementation of design solutions, ensuring they align with design specifications.
 - Continuously iterate on designs based on user feedback and evolving project requirements.
 - Contribute to maintaining and evolving design systems and style guides to ensure consistency across products.
 - Mentor and train junior designers to enhance their skills and capabilities.
- Projects : CRM & Mobile App**
- **ATS** – Applicant Tracking System (CRM) : Start to end CRM, gave user centric solution with appalling UI and usability testing.
 - **EQMS** – MailerDesk – Manage, store and process incoming queries from customers, clients or vendors in a centralised system
 - **RECO-360.** –User-friendly & Reliable compliance management CRM And **Mobile Application**
 - **Procurely** – Automate the ordering process, improve order tracking, generate accurate reports, simplify budget allocation, and create an audit trail.
 - **RESUME PARSER** – Create a resume with template with OCR solution. and manage candidate details.
 - **ROBO1040** – Add Tax and documentation managing start to end solutions.

2021 to 2022

UI/UX DESIGNER | NEOSOFT

- Work Parameters and Tools & Techniques:**
- The ability to set a vision for how you will interact with the various stakeholders to provide value Proven experience generating features, screen designs
 - Experience with user / usability testing
 - Experience defining requirements and planning your own progress a project through milestones
- Experience and expertise :**
- Works closely with Client, Development, Program Management, Marketing Research, Analytics and other teams to develop user-centred features
 - Monitor work against the production schedule, provide updates to the Design and Development
 - Collaborate with developers, product managers, QA and marketing to create amazing user interfaces
 - Execute all visual design stages from concept to working with backend developers
 - Work closely with business stakeholder, project managers and the product manager to conceptualise and produce dynamic designs.
- Projects : CRM & Mobile App**
- **e-alpha** – e-Alpha is a comprehensive school management portal that offers an all-in-one ERP solution for educational institutions. It streamlines administrative tasks by integrating modules for student information management, attendance, grading, and communication between staff, students, and parents.
 - **ECM** – ECM is a portal dedicated to election management and polling, providing a platform for real-time reporting and result declarations. It consolidates various election data, offering access to reports, results, and other key election-related information, ensuring transparency and accessibility.
 - **NeoStore** – Designed and developed the user interface for NeoStore, an e-commerce portal, ensuring a seamless and intuitive experience across both web and mobile app versions. Focused on optimizing usability, visual appeal, and responsiveness to enhance customer engagement and satisfaction.

2018 - 2020

ADVERTISING/MEDIA AND UI/UX DESIGNER | SWAGGER UNIT

- Work Parameters and Tools & Techniques:**
- Developed user personas with scenarios to improve functionality and usability for target audience.
 - Created simple and intuitive user interfaces.
 - Conducted UX research.
 - Created interactive designs for complex web applications.
 - Integrated social media, marketing content, e-commerce to fully implement monetised services throughout.
 - Designed user experience for a revamped user "dashboard,"
- Projects : Case Studies CRM – Mobile App**
- Design and recreation of innovative website design with responsive functionality and solution for mobile applications. Leading projects from initial concept and wireframing through to development and launch. Skilled in creating engaging user experiences and showcasing project outcomes through comprehensive case studies.
- Projects : CRM & Mobile App**
- COD** – Designed the corporate website UI for COD Research, Focused on creating a professional, user-friendly interface that aligns with industry standards and enhances the company's online presence. Ensured the design was visually engaging, intuitive, and optimized for showcasing their services and expertise in clinical research.
- TheCleaningCompany** – Designed a user-friendly website for "The Cleaning Company" with a streamlined booking system, reducing the process to minimal steps for enhanced convenience.

2015 - 2018

Production Designer | Vista Print

- Work Parameters and Tools & Techniques:**
- appropriate & effective resolution provided to the Designer.
 - Collaborates will Quality & Training team to facilitate various trainings/calibrations. Work Parameters:
 - Provides coaching and mentoring to team of Design Artists
 - Create & maintains performance improvement data and analysis Responsibilities:
 - Average analytical and Strong technical skills, appropriate communication skills, clear understanding of all processes / work instructions and an understanding of Customers network and products
 - Customer Focus – Understand the customer and their environment
- Achievement:**
- PEP: Performance Enrichment Program
 - The motto of this project is increasing overall performance.
 - Arrange a different session for molding their skillset.
 - Brand Guide: Create a brand guideline for customer including process specification, process flowchart, quality parameters and tips and tricks.
 - Conceptual Design: Create Presentation for designers and provide training to them for making them too enthusiastic, creative tinker and provide a better customer experience.

CONTACT

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