

QUALIFICATIONS

- UI/UX Designer with over 5 years of experience creating responsive, user-centered designs.
- Proficient in Figma, Adobe XD, Sketch, and HTML/CSS/XHTML/Javascript for building intuitive interfaces.
- Skilled in user research, wireframing, prototyping, and usability testing.
- Strong focus on accessibility and improving user experience through data-driven design.
- Collaborative team player with experience working with cross-functional teams to deliver high-quality solutions.

EDUCATION

Web Design and Development - Certificate Program <i>Humber College.</i>	January 2020 - August 2020
Web Development - Post Graduate Degree <i>Humber College</i>	September 2018 - August 2019
Bachelor of Computer Application - Bachelor Degree <i>VNSGujarat University</i>	June 2014 - May 2017

WORK EXPERIENCE

Web Interactive Designer - Full-time, Spinrite Inc. , <i>Toronto, ON</i>	April 2021 – January 2025
<ul style="list-style-type: none">• Design wireframes, mockups, and prototypes in Figma, ensuring compliance with WCAG accessibility standards and brand guidelines to create user-centric workflows.• Conduct user research, develop personas, and map user journeys to identify pain points and implement data-driven design improvements.• Build responsive web pages using HTML5 and CSS in Visual Studio Code, ensuring seamless compatibility across various devices and screen sizes.• Led the successful transition from Salesforce to Shopify in August 2023, leveraging Agile methodologies for testing and post-launch support, earning leadership recognition for a smooth implementation.• Executed A/B testing to validate design decisions, incorporating user feedback to boost session duration and retention rates.	
Digital content co-ordinator - Contract, Spinrite Inc. , <i>Toronto, ON.</i>	September 2020 – April 2021
<ul style="list-style-type: none">• Maintained site content, pattern catalogues, and geo-targeted user experiences• Conducted daily site reviews with a customer-focused approach to maintain product content integrity.• Collaborate with stakeholders to manage project milestones, address blockers, and improve the user experience, contributing to sales growth.• Conducted SEO audits on Salesforce, identifying and addressing issues to improve search engine rankings.	
Casual Internet Specialist, Contract, Immigration Refugee and Citizenship Canada , <i>Ottawa, ON</i>	September 2019 - December 2019
<ul style="list-style-type: none">• Developed new web pages for Canada.ca using HTML and CSS, based on provided documentation, ensuring full compliance with W3C accessibility standards.• Updated existing web pages with design and functionality, improving user experience and accessibility.• Conducted thorough assessments of web content and page elements to ensure accuracy, validity, and cross-browser functionality.	

TOOLS AND SKILLS

Tools and Language: HTML5, CSS3, SASS, JavaScript, Bootstrap, Jira, GitHub, Figma, Sketch, Adobe XD, Adobe Illustrator, GitHub, Visual Studio Code Editor, Google Analytics, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) **Skills:** User Research, User-Centered Design, Empathy & Affinity Mapping, Wireframes, Mockups, Prototyping, hand Sketching, Information Architecture, Problem Statements, Hypothesis Statements, Interaction Design, Usability Testing, Market Analysis, User Journey, Storyboarding

CERTIFICATION

Overview of WCAG Essential Accessibility	March 2023
UX Design Google Coursera	December 2022
Accessibility Training Certificate Spinrite	July 2022
Advanced CSS & SASS: Flexbox, Grid, Animation Udemy	March 2020

REFERENCES

Available upon request.