

PROFESSIONAL SUMMARY

- 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 | *Humber College.*

January 2020 - August 2020

Web Development - Post Graduate Degree | *Humber College*

September 2018 - August 2019

Bachelor of Computer Application - Bachelor Degree | *VNSGujarat University*

June 2014 - May 2017

WORK EXPERIENCE

Web Interactive Designer - Full-time, [Spinrite Inc.](#), *Toronto, ON*

April 2021 – January 2025

- 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.](#), *Toronto, ON.*

September 2020 – April 2021

- 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](#), *Ottawa, ON*

September 2019 - December 2019

- 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 | Level Access

March 2023

UX Design | Google Coursera

December 2022

Accessibility Training Certificate | Level Access

July 2022

Advanced CSS & SASS: Flexbox, Grid, Animation | Udemy

March 2020

REFERENCES

Available upon request.