

# Nirali Amrutiya

Product Designer

+1 548-333-7784 • niraliamrutiya1996@gmail.com • Kitchener, Ontario, Canada  
• linkedin.com/niraliamrutiya

## SUMMARY

3 Years Web/UX/UI Designer and Development Experience with a strong passion for front-end development and a desire to transition into a new role as a Front-End React Engineer. Passionate about creating visually appealing, user-friendly websites using CMS platforms and React. Collaborative team player with a track record of delivering cutting-edge designs that exceed expectations. Skilled in optimizing web interfaces for speed and scalability, ensuring project specifications are met. Adept at guiding junior team members, fostering an inclusive environment for knowledge sharing. Proficient in conceptualizing and developing creative ideas, employing user-centered design practices. Excels in fast-paced environments, continuously learning and delivering high-quality work.

## TECHNICAL SKILLS

**Programming Languages:** Java, JavaScript, React, Node.js  
**Web Design:** AdobeXD, Figma, HTML5, CSS, Bootstrap, Zeplin  
**Database:** Oracle, My SQL, MS SQL Server, MongoDB

## EDUCATION

<b>Masters of Applied Computing</b>	May '22- Present
<b>University Of Windsor</b>	Windsor, ON
<b>Bachelor of Engineering in Information Technology</b>	Jun '14- May '18
<b>V.V.P. Engineering College</b>	Rajkot, IN

## KEY DEVELOPMENT PROJECTS

- **Meal-Deal at University of Windsor | Tech Stack: React JS, MongoDB, Git, JIRA, Bootstrap, HTML5, CSS3 | Jan '22**
  - Developed a user-friendly web application for working professionals, students, and tiffin contributors
  - Enhanced application quality through peer-review sessions and thorough testing
  - Fostered collaboration using Git version control for seamless code integration
  - Translated user needs into intuitive design solutions for a smooth user experience
  - Created a reliable platform aligning with stakeholder expectations and business objectives
- **Johnson & Johnson at Indegene Pvt. Ltd. | Tech Stack: JavaScript, HTML5, CSS3, Content Stack, Strapi, Trello | Jan '21**
  - Transformed web pages across diverse markets, creating visually appealing and user-friendly designs
  - Collaborated with the design team to support various projects, ensuring alignment with visual design language and brand guidelines
  - Implemented custom themes and templates to enhance website aesthetics and functionality, integrating backend API for improved performance
  - Cooperated closely with clients and team members to identify design solutions that met business objectives and project requirements
  - Stayed updated with the latest design trends and tools, delivering cutting-edge designs and optimizing web interfaces for speed and scalability
- **AXIA at Tenr Inventure Pvt. Ltd | Tech Stack: Adobe XD, Zeplin, HTML5, CSS3, Figma | Jul '20**
  - Developed and implemented prototypes, addressing user pain points and creating a user-friendly interface.
  - Analyzed typography and color palette, ensuring a fresh look and feel while adhering to provided themes.
  - Collaborated closely with stakeholders, IT, and QA teams to ensure project alignment and seamless execution.
  - Stayed up-to-date with design trends and delivered visually appealing and user-centric designs.
  - Conducted comprehensive quality assurance checks, ensuring project specifications were met and issues resolved promptly.

## PROFESSIONAL EXPERIENCE

<b>Web Developer</b>	Jan '21- Mar '22
<b>Indegene Pvt. Ltd.</b>	Bangalore, India
<ul style="list-style-type: none"><li>• Design captivating and user interfaces using the CMS platform <b>Content Stack</b> or <b>React</b> for both mobile devices and desktop clients ensuring visually appealing and user-friendly designs</li><li>•</li></ul>	

Create and implement custom themes and templates for web application to enhance **website aesthetics and functionality** by integrating backend API

- Cooperate closely with clients and team members to **identify design solutions** that align with business objectives and project requirements
- Stay up-to-date with the latest design trends, tools, and techniques to deliver **cutting-edge designs**
- **Optimize web interface** for maximum speed and scalability
- Conduct comprehensive quality assurance checks to ensure designs meet **project specifications**, identifying and rectifying any issues or inconsistencies
- Provide **guidance and support** to junior team members, assisting them in becoming familiar with existing projects and workflows
- Foster a collaborative and inclusive team environment by promoting knowledge sharing and effective communication

**Skills:** · React.js · JavaScript · Node.js · Jira · Git · Strapi · Figma · Content Stack(CMS) · HTML5 · Responsive Web Design · Wireframing · Bootstrap · Cascading Style Sheets (CSS)

## Web Designer

Jul '20 - Jan '21

### Tenr Inventure (P) Ltd

Bangalore, India

- Accelerated the conceptualization and development **creative ideas aligned with marketing strategy** and objectives, using sketches, user flows, wireframes, sample pages, and clickable prototypes to convey concepts effectively
- Collaborate with other designers and internal stakeholders to drive innovation within UX projects and activities, **fostering a culture of creativity** and continuous improvement
- Test and improve website designs and **user flows, leveraging user feedback and industry best practices** to enhance user experience and achieve business goals
- Establish design guidelines, standards, and best practices to **ensure consistency and maintain the integrity of websites**, including content, design, and accessibility standards
- Design visual imagery for websites, aligning them with branding guidelines and ensuring a **cohesive visual identity**
- Incorporate new functionalities, UX enhancements, and interactive features into websites to improve user engagement and conversion rates
- **Partner with the frontend team** and IT/Engineering to ensure quality assurance for the deployment of new website features, ensuring a seamless user experience
- Prepare and present comprehensive design plans and website structures, effectively communicating design concepts and strategies to stakeholders
- Optimize websites to be **adaptable and responsive across all device screen sizes**, enhancing user experience across multiple platforms
- Supervise, assign, and direct team members, providing guidance and support to foster their growth and success
- Bring an **unwavering sense of curiosity, an investigative mindset**, and problem-solving skills to the role and the team, continuously seeking opportunities for improvement and innovation
- Successfully manage multiple priorities independently, delivering high-quality work within a fast-paced and dynamic environment
- Embrace learning new tools and technologies, staying updated with industry trends and best practices to enhance **design processes and deliver exceptional results**

**Skills:** Jira · Zeplin · Figma · Adobe XD · HTML5 · Web Design · Responsive Web Design · User Experience (UX) · Wireframing · Bootstrap · Cascading Style Sheets (CSS) · JavaScript

## UX/UI Designer

Jan '18 - Jan '20

### Virtue Infotech

Rajkot, India

- Translate customer and **business requirements into viable design concepts**, working closely with the Creative Director to ensure alignment with project goals and vision
- Skillfully create project architecture, flows, and wireframes, establishing the foundation for intuitive and **user-friendly interactive experiences**
- Collaborate with clients and project leads to establish the look and feel for all interface and GUI elements, ensuring **consistency and brand alignment** throughout each project
- Employ user-centered design practices to create world-class interactive experiences, focusing on enhancing **user satisfaction and engagement**
- Develop UI, graphic design, and interaction specifications/guidelines, providing **clear and comprehensive instructions** for the implementation of design elements
- **Adapt to a variety of creative styles** as needed while maintaining creative and brand standards, ensuring a cohesive visual identity across projects
- Incorporate usability testing feedback into the design process, iteratively improving the **user experience based on user insights and recommendations**

**Skills:** Jira · Zeplin · Figma · Adobe XD · HTML5 · Web Design · Responsive Web Design · User Experience (UX) · Wireframing · Bootstrap · Cascading Style Sheets (CSS) · JavaScript

## **CERTIFICATIONS**

- **DESIGN RULES: Principles + Practices for Great UI Design** | Udemy
- **Introduction to MongoDB** | Oracle Certified Associate | Apr '16