HEMIL **AHIR**

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GRAPHICS | UI/UX DESIGNER

PROFESSIONAL SUMMARY

Graphic Designer with 3+ years of experience in designing, developing, and testing various digital and print media projects. Skilled in creating cutting-edge visuals and branding materials for high-profile clients. Proficient and creative in Figma, InDesign, and Canva, with extensive experience in managing and developing cohesive design strategies across multiple platforms.

EXPERIENCE

MAY 2024 – PRESENT (OTTAWA, ON)
UI/UX DESIGNER, INTOUCH INSIGHT SHOPPERS (CONTRACT)

• Designed and developed user-centric interfaces for web and mobile applications, increasing user satisfaction scores by 15%.
• Crafted over 30 wireframes and prototypes using Figma, streamlining the design process and reducing development time by 20%.
• Leveraged Hotjar analytics to identify user pain points, resulting in a 10% improvement in user engagement through targeted UI enhancements.
• Conducted comprehensive user research and usability testing, leading to actionable insights that enhanced the user journey.
•Boosted conversion rates by 12% through the implementation of user research findings.
• Orchestrated the design process from initial concept to final developer handoff, ensuring a 100% on-time delivery of projects within scope.

2019 – 2022 (SURAT, GJ)
GRAPHIC DESIGNER, FREELANCING

• Developed brand identities (landing pages, logos etc.) for 10 emerging brands, delivering tailored visual elements and typography.
• Increased client retention rate by 20% through the successful execution of branding initiatives.
• Designed marketing materials, including brochures, flyers, banners, and social media visuals.
• Boosted client engagement across digital platforms by 30% with effective design strategies.
• Managed and delivered over 50 design projects concurrently, consistently meeting deadlines.
• Maintained a 95% client satisfaction rate by exceeding expectations in project delivery.
• Collaborated with a diverse range of clients, including small businesses and non-profits.
• Achieved a 25% growth in the client base through referrals and repeat business.

EDUCATION

AUGUST 2024 (OTTAWA, ON)
INTERACTIVE MEDIA DESIGN, ALGONQUIN COLLEGE

TECHNICAL SKILLS

GRAPHIC DESIGN / UI UX

- Adobe Photoshop
- Adobe Illustrator
- Lightroom
- Adobe XD
- Adobe Premiere Pro
- Trello

- Adobe After Effects
- Invision
- Figma
- Canva
- InDesign
- Jira

REFERENCES

Portfolio link