Chirag Pithadiya

Web & UI UX Designer

chigspithadiya@gmail.com | Portfolio

Anand, Gujarat, India | +919924240975

Creative and user-focused UI/UX Designer with 5+ years of experience crafting intuitive, accessible, and innovative digital products. Proven expertise in leading full design lifecycles — from research and wireframes to prototypes and final handoff — for enterprise platforms, SaaS tools, and mobile-first apps. Adept at designing systems, UX strategy, and cross-functional collaboration, delivering high-impact solutions that elevate user satisfaction and business growth.

Core Skills

- **Design Tools:** Figma, Adobe XD, Sketch, InVision, Photoshop

- **Frontend Technologies:** HTML, CSS, JavaScript, Bootstrap, Tailwind CSS
- **UX Methods:** Wireframing, Prototyping, UX Research, Usability Testing, Heuristic Evaluation
- **Workflows:** Agile, Scrum, Design Thinking
- **Soft Skills:** Collaboration, Communication, Problem-Solving, Time Management

Professional Experience

UI/UX DESIGNER

Nosnia Tech Pvt Ltd, Ahmedabad | May 2023 – Present

- Spearheaded UI/UX for Anantya.ai, a WhatsApp-first engagement platform, enhancing marketing, support, and commerce workflows.
- Built a modular design system, improving dev-handoff clarity and cutting rework by 30%.
- Conducted usability testing and heuristic reviews, driving platform refinements.

UI/UX & FRONTEND DESIGNER

Buildformula by Vshwan, Ahmedabad | Apr 2022 – Apr 2023

- Designed responsive dashboards and websites using Figma and Adobe XD.
- Delivered pixel-perfect frontend handoffs with improved speed (25% faster).
- Introduced interaction flows and wireframes to accelerate team alignment.

UI/UX DESIGNER

Universal Software, Ahmedabad | Jan 2021 – Mar 2022

- Transitioned into UX design, applying modern interaction principles and best practices.
- Developed mobile-optimized layouts and skeleton screens for performance feedback.
- Engaged in stakeholder reviews and implemented iterative feedback.

FREELANCE DESIGNER

Ahmedabad | Mar 2020 – Nov 2020

- Delivered SEO-optimized, mobile-first websites using WordPress, Magento, and custom HTML/CSS.
- Designed interfaces for small businesses with an emphasis on usability and accessibility.

WEB DESIGNER

VimirLab Solution, Ahmedabad | Aug 2019 – Feb 2020

- Developed custom WordPress/Magento themes and HTML templates.
- Designed newsletters, fixed UI bugs, and collaborated on cross-browser solutions.

Selected Projects

Anantya.AI

➢ Designed a conversational engagement platform integrating WhatsApp support and marketing.

- Boosted user onboarding flow completion by 40% through streamlined interactions and cleaner UI.

Buildformula
- Designed the full experience for a platform helping businesses scale.
- Introduced usability testing to guide product updates based on user behavior.

Jain Connection App
Crafted spiritual community UX for Android/iOS, resulting in a 4.7+ app store rating.

Education

Bachelor of Computer Applications

Swami Shree Dharmajivandasji Institute of Information, Junagadh (2017 – 2019)

HSC (Higher Secondary Certificate)
Welcome High School, Junagadh (2015 – 2016)

SSC (Secondary School Certificate)
Shree Swaminarayan Gurukul, Junagadh (2013 – 2014)

Certifications

- Foundations of User Experience (UX) Design – University of Michigan (Nov 2022)
- HTML5 – University of Michigan (Mar 2021)
- HTML & CSS Fundamentals – SoloLearn (Sep 2018)
- PHP Tutorial Course – SoloLearn

Languages

English (Fluent) | Gujarati (Fluent) | Hindi (Fluent)

Interests

UI/UX Side Projects, Photography, Illustration, Design Books, Design Conferences