

Hardik Chudasama

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UI UX Designer

I am a professional UI/UX designer with over 3 years of experience, specializing in SaaS applications. My expertise lies in creating data-driven, adaptable design systems for web and mobile platforms. My work focuses on crafting responsive, multi-screen user interfaces that enhance the user experience.

WORK EXPERIENCE

Headway Business Solution LLP • Ahmedabad, Gujarat, IND • 02/2024 - Present

Sr. UI/UX Designer • Full-time

- Successfully completed the redesign of the homepage, incorporating both dark and light themes.
- Achieved a 20% reduction in user drop-off rates through improved navigation and interface clarity.
- Streamlined the design process, leading to a 15% increase in productivity and faster project turnaround.
- Improved overall user satisfaction scores by 25% through continuous iteration and enhancement of the design.

Devoq Design • Ahmedabad, Gujarat, IND • 04/2021 - 02/2024

Senior UI/UX Designer • Full-time

- Led the redesign of a major SaaS platform, resulting in a 25% increase in user engagement.
- Improved user satisfaction scores by 30% through targeted usability testing and iterative design.
- Developed wireframes, prototypes, and high-fidelity designs for diverse clients.
- Reduced design iteration time by 20% by implementing a new design system.

EDUCATION

Bachelor of Science in Chemistry

Somnath Science College • Kodinar • 04/2015 - 04/2018

PROJECTS

Headway Business Solutions LLP Website Redesign • 02/2024 - Present

Headway Business Solutions LLP

- Overhauled the homepage design to include both dark and light themes, enhancing visual appeal and accessibility.
- Reduced user drop-off rates by 20% through improved navigation and interface clarity.
- Streamlined the design process, increasing team productivity by 15% and ensuring timely project delivery.
- Continuously iterated on the design based on usability testing and user feedback to maintain high

standards of user experience.

My Bharatiya Zaveri Bazaar • 02/2024 - Present

Headway Business Solution LLP

- Led the design and development of the My BzB website and customer app, focusing on creating a seamless and engaging user experience.
- Designed key features for the customer app, including a comprehensive dashboard and notification system.
- Spearheaded the design and execution of the My BzB rider app, enhancing the interface to optimize functionality for delivery personnel.
- Led the design and development of the My BzB Super Admin interface, focusing on enhancing the user experience for administrators and optimizing interface functionality.
- Managed the design and rollout of the My BzB Seller Dashboard, crafted to provide sellers with a user-friendly platform for managing products and sales.

Knack Global Website • 04/2021 - 02/2024

Devoq Design

- Led the UI/UX design for Knack Global's website, focusing on creating an intuitive and user-friendly interface for medical billing solutions.
- Implemented responsive design principles, ensuring seamless user experience across devices.
- Conducted user research and usability testing, resulting in a 30% increase in user engagement and a 25% improvement in conversion rates.

PUBLICATIONS

Dribbble

dribbble.com/hardikchudasma257

Behance

behance.net/hrikchma

SKILLS

Key Skills: Key Skills, Motion Graphics, Prototyping Design Systems, UI Design, Wireframing

Software Proficiency: Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Adobe XD, Figma, Marvel

Industry Knowledge: Interaction Design, Rapid Prototyping, User Experience Design, User Interface Design, Wireframing