ANERI SHAH

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Design
User Persona,
Wireframe,
Interaction Design,
Visual Design,
Design System,
Low fidelity Prototyping,
High Fidelity Prototyping,
User Testing

Technical Skills
HTML
CSS (Including SASS, LESS)
JavaScript / jQuery,
React UI

Tools
Figma,
Adobe XD,
Miro,
Jira,
Visual Studio Code
Sublime Text
Bitbucket

Process
Human Center Design,
Agile Development

Education
L.D.R.P Institute of Technology & Research, Gandhinagar
Computer Engineering (B.E)
Grade – 7.98 CGPA
July 2012 – May 2016

Courses
Google UX Design Professional Certificate
(Jan 2023)
Design thinking masterclass
(July 2021)

Objective

Dynamic and results-driven UI/UX Design Lead with a passion for creating user-centered designs and driving innovative solutions. Experienced in spearheading the development of scalable UI architectures and collaborating cross-functionally to deliver high-quality user experiences. Seeking to leverage expertise in design leadership to elevate product user experiences and drive business growth.

Experience

Cygnet Infotech Pvt. Ltd, Senior Designer
Ahmedabad, Gujarat :: March '18 – Present

- Create user-centered designs by analyzing business requirements, customer feedback, and usability findings to develop innovative solutions.
- Translate ideas into storyboards and visual designs using prototyping tools, ensuring alignment with project goals and objectives.
- Present concepts and designs to cross-functional teams and global leadership to gain buy-in and ensure alignment with business objectives.
- Develop and maintain relationships across teams and disciplines to promote collaboration and efficiency in design processes.
- Take ownership of product user experience, designing interactions and interfaces that meet user needs and align with brand guidelines.
- Provide guidance on UX research methodologies and testing activities to analyze and predict user behavior, driving data-informed design decisions.
- Oversee in-house design team, managing junior UI designers, providing training and support, and ensuring the delivery of high-quality work for clients.
- Drive strategic thinking and creative vision for single and cross-platform experiences, staying updated on the latest design and technology trends.
- Lead projects, determine best practice approaches, and guide clients through the design process, ensuring successful project outcomes.
- Contribute to the development and implementation of a brand-new design system, driving consistency and excellence in design across platforms.

Tatvasoft, Web Developer
Ahmedabad, Gujarat :: Aug '16 - Jan '18

Developed websites using HTML, CSS, JavaScript, and jQuery, collaborating with a senior developer, resulting in the successful delivery of 10 + client projects within budget and on schedule. Interacted with clients to strategize and resolve website issues and queries, leading to an increase in the client satisfaction. Managed multiple tasks and responsibilities efficiently, including working as a junior web developer, to consistently meet deadlines and exceed organizational expectations, contributing to a reduction in project delivery times.