



SUMMARY

Highly motivated and professional UI/UX Designer with 4+ years of experience in graphic and web design. I combine exceptional communication and interpersonal skills with a proven ability to work both independently and collaboratively. My expertise lies in crafting intuitive user experiences and visually compelling designs for web and digital platforms.

SKILLS

- Graphic Design, Photoshop, Figma, Illustrator, After Effects, Procreate.
- HTML CSS, JavaScript, React JS, BS5, Tailwind, WordPress.
- Branding & Identity.
- Git & Github, Vercel, Netlify, Zoho connect, Jira.
- npm, yarn, vite.
- Performance Optimization: Lazy loading, Code splitting, Minification and bundling.
- Exceptional communication and interpersonal skills.
- Ability to work independently and as part of a team.

CERTI & PROJECTS

- Created React Job Portal web app.
- Many [websites](#) in React JS.
- One mobile app in React Native.
- You can check my projects on my [github](#).
- Many certifications from online resources like edx, coursera, udemy, etc..

EDUCATION

Richmond, The American International University in London

Master's Degree in Business Administration
2019 – 2021

Bachelor's in Science PCM

PROFESSIONAL EXPERIENCE

Visualiser

Wardwizard Solutions India Pvt.Ltd. | April 2025 - Present | Vadodara | Full-time.

- Sololy designed & developed <https://speedforceev.in/> and directed significant UI/UX enhancements for <https://www.joyebike.com/home/> and <https://www.wardwizardfoods.com/>, alongside developing impactful social media and corporate branding creatives.
- A highly skilled UI/UX and Digital Design professional with a proven track record in conceptualizing and delivering visually compelling experiences. Proficient in Figma, Photoshop, and leveraging front-end technologies including HTML, CSS, JavaScript, and React.js. My expertise spans crafting high-quality marketing collateral, designing engaging social media content, and contributing to comprehensive branding initiatives. I excel in collaborative environments, ensuring design solutions align seamlessly with business objectives and project deadlines.

Freelance Designer & Developer

Max Designs | Jan 2025 – Apr 2024 | Vadodara | Full-time.

- Happy Client List: <https://max-designs.vercel.app/>
- Designed logos, branding materials, and digital assets for web and social media
- Developed responsive websites using WordPress, HTML, CSS, JavaScript, and React
- Collaborated with clients and teams to understand project goals and deliver tailored solutions
- Ensured design consistency, UX best practices, and cross-browser compatibility
- Optimized website performance and maintained clean, scalable code

PROFESSIONAL EXPERIENCE

Senior Frontend Developer

Stersoft Solutions Pvt Ltd | Jul 2024 - Oct 2024 | Vadodara | Full-time, On-site.

- Led the redesign of 40+ modules and the company's ERP system, improving user experience and interface consistency.
- Optimized the performance of TheERPHub (<https://theerphub.com/>), increasing the site health score from 83% to 95%.
- Supervised and mentored a team of junior developers, ensuring adherence to best practices and successful project delivery.
- Developed and maintained WordPress websites for various clients, including:
 - Tvarit (<https://tvarit.com/>)
 - Future Sales (<https://www.futuresales.com/>)
 - CT Designs (<https://ctdesigns.in/>)
 - Ishan Equipments (<https://www.ishanequipments.com/>)
 - And other high-quality projects.
- Consistently delivered solutions aligning with client requirements, enhancing both functionality and aesthetic appeal.
- This role showcased my expertise in front-end technologies, leadership abilities, and commitment to improving web performance and user satisfaction.

Designer & Developer

Ocean Technolab | Jan 2022 - Jun 2024 | Vadodara | Full-time, Remote.

- Below Websites are Developed and maintained by me, showcasing expertise in front-end and WordPress development.
- Ossoues - Orthopedic Implants & Instruments Manufacturer
 - Website: <https://osseous.in/>
- Taksh Infinity - A website dedicated to Marvel and DC action figure collections.
 - Website: <https://takshinfinity.com/>
- Mighty Thread - An apparel store built on the Shopify platform, offering a wide range of clothing options.
 - Website: <https://mightythread.com/>
- Small World Immigration - A website providing immigration services with detailed information and resources for individuals seeking to immigrate.
 - Website: <https://smallworldimmigration.ca/>
- Hasten Sourcing - A website representing a sourcing company, showcasing its services and capabilities in the sourcing industry.
 - Website: <https://hastensourcing.com/>
- Probal - A website for a compliance and CA firm, offering services related to compliance and financial advisory.
 - Website: <https://probal.in/>
- Lucianne Boutique - An apparel store offering a curated selection of clothing items and accessories.
 - Website: <https://lucianneboutique.com/>
- Empire Custom Homes - A website providing information about custom home building services, showcasing past projects and testimonials.
 - Website: <https://empirecustomhomes.ca/>
- Curis Lifesciences Pvt. Ltd. - Pharmaceutical Company
 - Website: <https://curisls.com/>
- Toastmasters International - District 98
 - Website: <https://district98.org/>

PROFESSIONAL EXPERIENCE

Customer Service Manager

IFON-TOUCH UK LTD | Sep 2019 - Dec 2021 | London, England, United Kingdom | Part-time, On-site.

- Help customers to send their money via Western Union & Ria money transfer service.
- Developed open and professional relationships with team members, enabling better, more effective customer service.
- Increased employee productivity by establishing and monitoring customer care performance indicators, service level metrics and goal achievement.
- Drove quality customer experiences by leading retention strategy development and conflict resolution to improve overall support delivery.
- Communicated sales targets and worked with front-line supervisors to enhance revenue numbers and promotional techniques.

Front End Developer

DOT2DOT InfoSoft Technologies Pvt. Ltd. | Jan 2018 - Dec 2018 | Vadodara | Full-time, On-site.

- Prepared branding packages for point of purchase displays, marketing materials and product packages.
- Formatted print and web applications designs and media to deliver production-ready graphics.
- Submitted design ideas to plan projects with customers and managers.
- Collaborated with writers and producers to translate visions into visuals.
- Created successful websites that met requirements for objectives such as load speed and design.
- Developed sites to work with Microsoft Edge, Mozilla Firefox and Google Chrome.
- Worked with product designers and product managers to design user interactions in applications.

Senior Graphic Designer, 2d Animator

Cerebroz EduTree | Jan 2017 - Dec 2017 | Vadodara | Full-time, On-site.

- Participated in client meetings to discuss project scope, expectations and completion dates.
- Developed engaging marketing and promotional advertisements to generate sales revenue and grow customer base.
- Collaborated with writers and producers to translate visions into visuals.
- Used After Effects, Photoshop & Illustrator to create realistic characters with full range of emotions and movement.
- Oversaw work of junior designers, keeping team members working within established deadlines.
- Maintained archive of projects following established file standards.
- Designed mock-ups and wireframes utilizing graphics software skills.
- Enhanced design process by offering multiple solutions in conceptual models, layout and typography.

Faculty of Hardware & Network

IANT (Institute of Advance Network Technology) | Jan 2016 - Dec 2016 | Vadodara | Part-time, On-site.

- During my graduation, I was learning hardware and Networking and the Institute felt that my performance was extra ordinary so they gave me part time job of faculty.